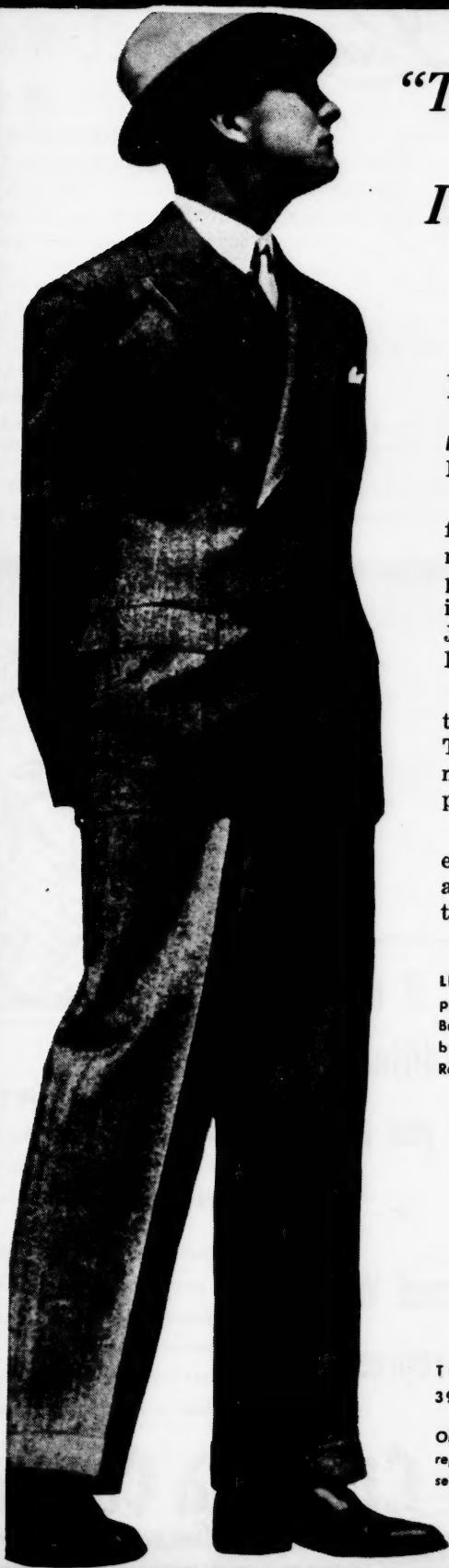


The NATIONAL UNDERWRITER

Life Insurance Edition



*"This is the kind of a job where
I can LOOK UP
to MYSELF!"*

By B. B. Equitable Society Representative

Maybe the reason I can look up to myself is because the folks I've helped over the years can sort of look up to me...

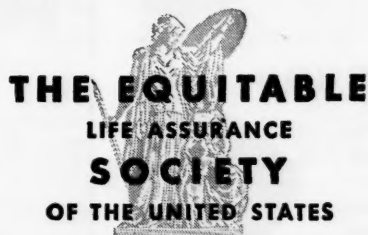
Folks like Jim Britt. He likes to smoke his pipe on his front porch. Whenever I pass his house Jim's smile tells me how grateful he is that I talked him into that retirement policy years ago. Thanks to the fact that Jim listened, he's independent today. There's a lot of peace and happiness in Jim's mind because once a month there's a good-sized Equitable check in Jim's mailbox.

I've made a lot of different friends like Jim Britt over the years by solving their different insurance problems. These friends look up to me, just as my family looks up to me, because in doing what I like to do, I've been a good provider... and a good asset to my community.

If I had it to do all over again, I'd still do the job that enables me to look up to myself. And I'd do it again with a company that I can look up to with the greatest pride, the Equitable Society!

LISTEN TO "THIS IS YOUR FBI"... official crime-prevention broadcasts from the files of the Federal Bureau of Investigation... another public-service contribution to his community by The Equitable Society Representative.

EVERY FRIDAY NIGHT • ABC NETWORK



THOMAS I. PARKINSON, President
393 Seventh Avenue, New York 1, N. Y.

One of a series of advertisements illustrating how a representative of The Equitable Life Assurance Society serves his community by selling life insurance.



FRIDAY, OCTOBER 24, 1952

DOIN' WHAT COMES NATCHERLLY

PROGRAMMING means relating insurance needs to each other and tying them up in one neat package. It's "doin' what comes natcherlly" to deliver the insurance in one neat package, too. Like this—

Using an Occidental Life, Endowment or Term policy as "chassis," you can deliver—in one wrapping under one premium—these added benefits:

Family Income (\$20, \$15 or \$10 a month)
Income Protection
Mortgage Protection (Yearly Reducing term)
Income Disability (\$10 a month)
Additional Protection (Term for clean-up)
Accident & Sickness (Lifetime income)
Double Indemnity
Advance Premium Deposit Agreement

This makes the policy fatter and the commission, too.

"A Star in the West..."☆



**Occidental
Life**

INSURANCE COMPANY OF CALIFORNIA

HOME OFFICE ★ LOS ANGELES
W. B. STANNARD, Vice President

"WE PAY AGENTS LIFETIME RENEWALS... THEY LAST AS LONG AS YOU DO"

KEYED TO MODERN NEEDS

The ILLINOIS MUTUAL CASUALTY COMPANY, home office — Peoria, Illinois, has the tools with which you may build the best Accident—Sickness—Hospital—Medical—Surgical and Polio insurance business in your community. Over 40 years' experience in insurance confined exclusively to this field. Desirable agency openings in Illinois, Indiana, Michigan, Minnesota, Missouri, Ohio and Wisconsin.

Illinois Mutual Casualty Co.

HOME OFFICE: 411 LIBERTY ST. PEORIA, ILL.

E. A. McCORD
President

C. C. INMAN
Executive Vice President



Leadership...

AS a leader in the non-cancellable disability field, we invite comparisons of benefits . . . of premiums . . . of service. But we especially welcome your attention to the manner in which we treat the policyholder.

THE *Paul Revere Life*
INSURANCE COMPANY
WORCESTER 2, MASSACHUSETTS

Frank L. Harrington..... President
Edward R. Hodgkins..... Vice-Pres. and Mgr. of Agencies

★ NON-CANCELLABLE ACCIDENT & SICKNESS • LIFE • GROUP ★

Agency representation in the 48 states, the District of Columbia, Hawaii and Canada



it makes
a difference
WHO you are...

★
and WHOM
you represent!

"Oh, it's you, sir! Go right in..."

That's the way it goes. The *right* name and down come the barriers. Yes, it makes a big difference who you are.

The name "LIFE and CASUALTY" may not get you in to see your prospects ahead of someone else, but will help assure a receptive audience when you do. It's a name people know and trust . . . the *right* name to help you get more business.

Life and Casualty
Insurance Company of Tennessee
GUILFORD DUDLEY, JR., PRESIDENT HOME OFFICE NASHVILLE

Treasury Gunning for Deferred Compensation Plans

Concerned About Growing Loss of Revenue, Bureau Men Marshal Arguments

WASHINGTON — The rapidly increasing popularity of deferred compensation plans as a means of reducing the terrific upper-bracket tax rates is accelerating the efforts of the internal revenue people to obtain legislation that would close off this source of income tax loss.

For several years the revenue bureau has eyed with mounting concern the spread of deferred compensation plans. As income tax rates have gone up, corporations have been using deferred compensation as a means of holding and attracting higher salaried executives. A mere increase in ordinary salary has little attraction for the highly paid. The tax bite out of the increase is so large that the remainder isn't much of an inducement for choosing one job over another.

Discriminatory Angle

In addition to the loss of revenue, the bureau would be in a position to attack the discriminatory aspect of deferred compensation plans, pointing out that they are unfair to persons employed by concerns unable or unwilling to offer deferred compensation arrangements.

The Hobart & Oates case, involving renewal payments to two former Chicago general agents of Northwestern Mutual Life, may have a considerable effect on the internal revenue bureau's moves against deferred compensation plans. This case was decided by the tax court in the taxpayers' favor and the internal revenue bureau has just indicated that it will appeal to the circuit court of appeals.

Permits Level Payments

The Hobart & Oates decision permitted the retiring general agents to take their renewal commissions in level annual payments rather than according to the actual incidence of premium payments, thereby avoiding the high-bracket tax on the high renewals that would normally be paid in the years immediately following the general agents' retirement.

If this decision is upheld clear to the top, it could mean a considerable impetus in deferred compensation plans' popularity. However, these plans would not be so widely applicable as some writers have indicated, unless the Hobart & Oates decision is interpreted as applying to a considerably more general type of situation than the tax court decision covered.

Not Special Setup

The decision stressed the fact that the compensation basis elected by Messrs. Hobart and Oates before their retirement was not a special setup but was an arrangement that Northwestern Mutual had made generally available. An appeal might result in upholding the decision only under circumstances strictly on all fours with the Northwestern Mutual situation.

If it were upheld in a way that made the principle broadly applicable the re-

Complete Agenda Given for Booming Production Society of Actuaries Rally Speeded Decision on New Head Office

The completed program for the Society of Actuaries annual meeting, to be held at White Sulphur Springs, W. Va., Nov. 10-12, has been released.

Following the presidential address Monday of Benjamin T. Holmes, Confederation Life, officers will be elected.

New Papers on Program

New papers to be presented and discussed include:

"The Actuarial Implications of the 1951 Railroad Retirement Amendments," Joseph Musher, Railroad Retirement Board, Chicago. "The Cost to Reinsure Individual Life Insurance Policies," Charles A. Ormsby, Connecticut General Life.

"State Hospital Insurance in Canada," Samuel Eckler, Pipe & Eckler, Toronto. "Complete Annuities," Eugene A. Rasor, Social Security Administration, and Thomas N. E. Greville, Public Health Service, Washington. "Work Life Expectancy as a Measure of Damages," Thomas C. Smith, consulting actuary, Chicago, and Frank L. Griffin, Jr., Wyatt Co., Chicago.

"A Convenient Method of Providing for Mortality Improvement Based on the A-1949 Table," James E. Hoskins, Travelers.

"Actuarial Considerations in Cost Analysis," Manuel Gelles, Mutual Life. "The Trend of Life Insurance Company Expenses," Arthur Pedoe, Prudential of Great Britain.

Previous Papers Listed

Papers presented at previous meetings which will be discussed are:

"Actuarial Note: Mortality Experience of Bankers Life of Nebraska 1945-1950," James F. MacLean, Bankers Life of Nebraska.

"Insurance for Face Amount on Paid-up Insurance Amount if Greater," Cecil J. Nesbitt and Marjorie Van Eenam, both of University of Michigan.

"Special Investigation of Group Hospital Expense Insurance Experience," Stanley W. Gingery, Prudential.

"Actuarial Note: Valuation of the Shares in a Share-and-Share Alike Last Survivor Annuity," Mr. Rasor and Robert J. Myers, Social Security Administration, Washington.

"Fundamentals of Pension Funding," Charles L. Trowbridge, Bankers Life of Iowa.

sult might be to drain off so much revenue that the Treasury could point to deferred compensation as a means by which the government is losing vast amounts of tax money, and with resulting unfair distribution of the tax load. Since the main beneficiaries of the deferred compensation plan's tax advantages are in the upper income brackets, there would be strong popular appeal in agitation to close what would of course, be referred to as a "loophole."

Another factor that may have a bearing on the internal revenue bureau's attitude is the success of the principle underlying the Reed-Keogh bill. The bill, particularly if amended to permit employed persons to enjoy the same tax advantages as those who would be under the Reed-Keogh bill's present scope, would make an important dent in the income tax revenues. It would permit employees who contribute to their own pension plans to make their contributions, in effect, before taxes rather than after paying taxes. In addition they would enjoy the same preferential treatment on additional retirement annuities to the extent that aggregate contributions did not exceed 10% of income.

"Some Practical Aspects of the Calculation of Employer Contributions Under Group Annuities of the Deposit Administration Type," Raymond F. Houseman, Massachusetts Mutual Life.

"A Method of Calculating Group Term Dividends," Robert E. Larson, University of Wisconsin.

"A Retirement System Granting Unit Annuities and Investing in Equities," Robert M. Duncan, Teachers Ins. & Annuity.

"Group Annuity Mortality," Ray M. Peterson, Equitable Society.

Substandard Is Topic

General topics for informal discussion are:

I Substandard Insurance

A What have been the main trends in recent years in substandard insurance? This question has particular reference to: (1) Types of medical impairment subject to significantly lower ratings than formerly or no longer subject to a rating and hence now included in the standard category; (2) Previously declined categories where substandard insurance is now available; (3) Upward revisions of ratings for occasional special cases; (4) Increased availability of substandard insurance through changed company policy and broadened reinsurance facilities.

B What has been the recent history of reduction and elimination of (1) occupational ratings for individual policies; (2) group occupational ratings; and (3) special ratings for the aviation hazard?

C What progress has been made in providing rated health and accident coverage for substandard cases under individual policies?

Attention to War Hazards

II War Hazards

A Has the course of recent events contributed to any crystallization of opinion as to the imminence and magnitude of potential war hazards? To what extent is coverage without war restrictions now being granted to service personnel?

B What is the relative magnitude of potential war risks in life insurance coverage as between (1) civilians and service personnel, and (2) home areas and abroad?

C How is opinion currently divided as between the following attitudes in relation to war risks? (1) Exclusion of the war risk on the grounds that it is not a form of hazard which is insurable; (2) Assumption of the war risk (subject to anti-selection safe-guards) as a normal part of full life insurance coverage.

D Can war risk anti-selection considered as an independent problem be effectively dealt with by temporary war risk exclusions and, if so, what obstacles stand in the way of this course of action?

Other Subjects

III General

A During recent months a number of companies have made extensive changes in premium rates. (1) In what ways have interest, mortality and expense assumptions been varied? (2) Do the changed assumptions point in the direction of new patterns of premium rates?

B In the new annual statement form a diversity of practice has developed in the treatment of federal income tax. (1) What are the relative merits of the different methods of treatment in the light of the present legislation and its prospective course? (2) Should a greater measure of uniformity of treatment be

(CONTINUED ON PAGE 20)

Prudential Minneapolis Area Originally Scheduled to Be in Chicago Orbit

Prudential's decentralization program exemplified by its plans for a new north central home office building at Minneapolis is more than a simple management policy on the part of one company



C. M. Shanks

but is a symptom of something far-reaching, said President Carrol M. Shanks of Prudential, at a luncheon meeting of the Minneapolis Chamber of Commerce at which he discussed the new regional office.

Decentralization of large businesses, he said, is one piece of evidence that American business enterprise has accepted and is doing something seriously about a whole new dimension in management, he said.

Likely to See More

"The Prudential is not the first business organization to decentralize," he said. "It is probably one of the largest and its decentralization program is more complete than many, but the principle is firmly established and we are likely to see a great deal more of it. I hope that the next administration in Washington, whether it is Republican or Democratic, will grasp the importance of what American business is doing in

(CONTINUED ON PAGE 20)

Way Cleared for Pru's Minneapolis Home Office After Temporary Setback

MINNEAPOLIS — Prudential plans for erecting a north central regional home office in Theodore Wirth Park, Minneapolis, announced last week, ran into a setback that for a brief time made it seem as if the company might have to seek another site. However, the company was soon assured that it could have the site it wanted on the terms of its original offer.

What happened was that the board of park commissioners, after indicating informally that it would approve Prudential's offer, decided at its meeting last week to delay action for a couple of weeks. In view of this, Prudential withdrew its offer. However, as soon as the word of the withdrawal got around, local groups, spearheaded by the chamber of commerce, contacted the park board. The board then called a special meeting at which it voted overwhelmingly to invite Prudential to take the site on the same basis as the company's original offer. That was how matters stood at the middle of this week.

Randall Cautions Safety Congress on Freedom Loss

A "Save America" campaign was advocated by Jesse W. Randall, president of Travelers, in an address before the National Safety Congress at Chicago Monday.

In his speech, "Safety from What?" he outlined the perils which face America today, warning that this country is in danger of losing its freedoms by over-emphasizing total security.

Mr. Randall said there are two types of safety: "Safety From" and "Safety For." He said "Safety From" is the desire to be secure from all danger with a resultant loss of initiative, vitality and progress. He defined "Safety For" as the intelligent recognition of danger by men who are not afraid to act, dare and achieve.

"In the last few decades we have seen our bold American belief in 'Safety For' watered down and diluted beyond recognition by the adherents of 'Safety From' or, in terms more customarily used, we have seen our individual freedoms slowly stripped away by the advocates of socialism and the welfare state," he said.

Cites Power of Truth

Mr. Randall suggested that his listeners translate their specific safety experience into the realm of citizenship. He said that the American people cannot be fooled for long; that they will find out the truth sooner or later. "And when you give a free people the truth," he stated, "no power on earth can stop them."

He advised that the first step in a national "Save America" campaign should be to acquaint the people with the truth of the dangers that face them, recommending they be told that security has no value without freedom and that freedom depends on their own desire to be free. He said that the American people must be re-sold on the idea of personal responsibility; that they must learn that responsibility is no easy thing; that it must be exercised constantly or else it will be lost.

"Above all," he said, "the American people must be told the truth about security. They must learn that, like safety, security is primarily up to the individual himself to win and to keep. They must be warned that security is worthless if they lose their right to choose. Because the right to choose is the blessing of free men. And only free men can be secure."

Free enterprise, he said, is a safety device for our other freedoms. It has kept the economic power in the hands of the people and limited the power of the state to its own sphere of influence. "Through free enterprise the vast industrial might of America has remained the servant of the people. Without it, the all-powerful state will become their master."

Scans the Federal Covers

WASHINGTON—The U. S. Chamber of Commerce board of directors will be asked next month to approve the report of a study of federal government insurance operations which has been prepared by Charles Houston, assistant manager of the chamber's insurance department. The report will deal with federal crop insurance, OASI, veterans insurance, marine war risk and other government programs.

K. H. Dunnigan Is Raised

Kenneth H. Dunnigan, for the past year an Occidental Life of California agent at Portland, Ore., has been appointed assistant manager there. He is a navy veteran.

James McGregor Stewart, Halifax, N. S., has been elected a director of Sun Life of Canada.

Equitable Honors Parkinson on 25th Year as President

The 25th anniversary of Thomas I. Parkinson as president of Equitable Society was the occasion of a dinner meeting last week, a luncheon gathering Monday, and provided the dominant theme for a talk by John Lord O'Brien, Washington lawyer and a company director, at the regular monthly board meeting at the home office.

The dinner honoring Mr. Parkinson was attended by directors and officers,



A. B. Dalager, agency vice-president, presenting to President Thomas I. Parkinson gold inscribed binders containing congratulatory messages from the field force on the occasion of his 25th anniversary as president of Equitable Society. The presentation was made following a luncheon Monday.

and addressed by J. Reuben Clark, Jr., Salt Lake City attorney and a director of the company. Monday, the board of

managers of the New York Metropolitan department was host at the luncheon. A. B. Dalager, agency vice-president, as toastmaster, lauded Mr. Parkinson's accomplishments, stressing that team work has made the company great. J. Brooke Johnston, president of the board of managers, observed that the real story of Mr. Parkinson's accomplishments as president is "wrapped up in the lives and fortunes of millions of American citizens."

Outlining the economic changes that have occurred during Mr. Parkinson's 25-year tenure as chief executive, Mr. O'Brien emphasized that the American people have proved they can provide for every developing economic need by their voluntary association, adaptability and thrift. The past, he observed, demonstrates the ability of Americans to be self-dependent when they "are not pampered by political subvention or shackled by restrictive law."

The speaker noted that Mr. Parkinson's period of service was fraught with economic difficulties. Still, he went on, the company underwent an incredible but wholesome growth. He pointed out that since 1927, ordinary insurance almost doubled and group insurance increased ten-fold. Premium income is more than 3½ times what it was when Mr. Parkinson took office, and "the changed emphasis of insurance has been such that premium income from group A. & H.—an infant in 1927—is now equal to 44% of the company's gross premium in that year."

Before joining Equitable in 1920 as a 2nd vice-president, Mr. Parkinson served the government at both municipal and national levels, and was a professor of law at Columbia university.

"No Sale" Reasons of 500 Agents Are Listed by L.I.A.M.A.

"Why did you fail to make your last attempted sale?"

This question, part of L.I.A.M.A.'s new Sales Method Index, was asked of agents enrolled in the L.U.T.C. course this year. A random sampling was made of 500 agents' replies, covering their last five unsuccessful closes.

The reason most frequently given was that the prospect was unresponsive and the agent could not motivate him or show him the need.

"The prospect could not afford to buy" was the next most frequent reply. Other sales failures, the agents reported, were caused by the prospect's lack of cash at the time, due to the added financial responsibility of a new baby or a new home. This suggests that agents may rush in on "change of status" cases too rapidly.

Blame Selves

His own ineptitude made the agent lose sales and he recognized this as the next most frequent cause. He said he "gave a poor presentation," "tried to oversell the prospect," or "failed to follow up an initial interview."

Next came the agent's claim that there was competition for the sale. This was followed by "the client preferred other investments."

All these reasons may not be true. L.I.A.M.A. points out, but they are the agents' own reasons.

Other causes listed seem to show that agents do not qualify their prospects properly. L.I.A.M.A. found. Many agents apparently rationalize their sales failures. One reported he could not sell his man because the prospect had "thin lips, pointed nose, pointed chin and small eyes."

Revenue Bureau Amends Reversionary Regulation

WASHINGTON — To conform internal revenue bureau regulation 105 to revenue acts of 1951, the bureau has amended the regulation with respect to reversionary interests in the case of life insurance. The matter was dealt with in the revenue act of October 20, 1951. This is a technical change and of very limited interest, but there definitely are some cases where this information will be of value. The amendment inserts immediately preceding section 81.25 of the regulation the following:

"If refund or credit of any overpayment resulting from the application of section 503 of the revenue act of 1950 was prevented on Oct. 25, 1950, by the operation of any law or rule of law (other than section 3760 of the internal revenue code, relating to closing agreements, and other than section 3761 of such code, relating to compromises), refund or credit of such overpayment may, nevertheless, be made or allowed if claim therefor was filed after Oct. 25, 1949, and on or before Oct. 25, 1950."

Says SS Going in Hole

At the present rate, the country will have millions more persons eligible for social security benefits by 1980, and not enough money to pay them, Edward H. O'Connor, managing director of Insurance Economics Society, told a joint meeting of Richmond Assn. of A. & H. Underwriters and Richmond Life Underwriters Assn.

"Social security is not insurance, by any stretch of the imagination," he said. "Rather social security is a deception, whereby the government levies a tax insufficient to provide for the benefits which it inevitably will be called upon to pay. Social security taxes provide immense sums that the government uses in ways not remotely connected with social security."

The COMMONWEALTH Commentary

Interim Report

The fieldmen of our Industrial Agency Department are hard at work on their annual October production campaign.

At the end of the first week of their campaign, production is up 32% over the first campaign week of last year.

On the basis of this first week's performance it is evident that new production records will be established in the month of October by the careermen of the Industrial Agency Department.

INSURANCE IN FORCE, October 1, 1952 — \$588,114,001



COMMONWEALTH
Life Insurance Company

HOME OFFICE • LOUISVILLE, KY.

FORM RELATIVELY UNKNOWN

Talk on Special Life Company Blanket Bond Arouses Interest of Home Offices

Considerable home office interest has been evinced in the special blanket bond for life companies that was described by H. O. Molitor, sales manager of the A. & H. special risks department of Continental Casualty, at the Atlantic City annual meeting of Life Office Management Assn. Since making his talk, Mr. Molitor has received several inquiries about the special bond.

Though this coverage was developed by Surety Assn. of America nearly 1½ years ago, few life companies have availed themselves of it, nor is there a general familiarity with it. Mr. Molitor attributes this to the fact that life companies by their nature do not appear as insurance prospects to the ordinary bond producer and, consequently, have not received proposals outlining the advantages of the special life company bond.

Until the advent of this bond, according to Mr. Molitor, about all life companies could do was carry separate bonds or policies, such as a commercial blanket bond that would cover all employees or agents in a flat amount which also would be the aggregate limit under the bond. An alternative was a blanket position bond under which the total amount would be the same as the limit on each employee.

Covers Three Agent Types

The newer bond extends coverage to dishonest or fraudulent acts of general agents, soliciting agents and servicing agents and employees of such agents, as well as home office employees. Coverage also was extended to loss of funds of policyholders or beneficiaries, under policies issued by the company, through any dishonest or fraudulent act by a soliciting agent, for which funds company may have assumed responsibility whether or not legally liable.

Soliciting agents under the bond are defined as those authorized either by the company or general agent to solicit insurance, including any broker. Servicing agents are those authorized to make, close, or service mortgage loans or manage real estate.

There also is coverage for loss of property while it is within the offices of the general, soliciting or servicing agent. The extension of coverage on home office employees of assured for 30 days after termination of employment also applies to the three classes of agents.

Minimum amount of the bond is \$10,000 and it can be increased in multiples of \$5,000 over \$25,000. To be eligible for the bond, the majority of the company's business must consist of life insurance. Fraternal organizations are not eligible.

No Standard Amount

A difficult problem of this type of business, according to Mr. Molitor, is that, unlike the banking field, there is no standard for the amount of bond a life company should purchase. He suggested companies obtain bonds in limits that would guard against the kind of loss that would be extremely damaging if the company were substantially underbonded or not bonded at all. A life company that takes reasonable precautions on the control side, and purchases a bond that will prevent a serious crippling, would not be open to criticism, he said.

Mr. Molitor cautioned against a rise in embezzlements and other employee crimes and urged company management to increase their loss prevention efforts both to save costly defalcations and help keep employees from committing crimes. Noting that losses due to embezzlement, fraudulent conversion, theft and other crimes committed by dishonest employees are estimated at more than \$500 million annually, Mr. Molitor said they have increased rather sharp-

ly during the past two years and from current indications are far from reaching their peak.

Mr. Molitor explained that it takes a little more than three years to catch a dishonest employee after he starts to steal, the result being that losses currently in the making may not be dis-

covered for the next three, or even 15 years. The company that takes a \$10,000 bond on a branch where approximately that amount of money is kept is disregarding the time factor in giving the employee opportunity to build up a substantial loss far beyond the bond limit.

One of the clauses under the new bond is designed to give continuity of coverage under the new instrument over any prior bond, regardless of what company may have written the prior bond. Such frills as counterfeit currency coverage, court costs, and attorney's fees have been added without ad-

ditional charge, and there is no reduction of the limit of liability subject to a definition of a single loss.

Mr. Molitor emphasized the importance of installing a complete system of internal control with adequate check and supervision of personnel and thorough investigation of prospective employees and agents. He advised watching particularly cash control, signing of checks, handling of incoming checks, banking of money, securities and checks, handling of miscellaneous accounts, personnel supervision, and correct and regular auditing of all phases of operations.



The EARL M. SCHWEMM AGENCY, *Chicago*

has now produced over

ONE MILLION DOLLARS OF NEW BUSINESS

in each of

ONE HUNDRED CONSECUTIVE MONTHS

In establishing this remarkable record, Mr. Schwemm's Agency has averaged over \$22 millions of annual production.

We join in saluting this unique achievement.

THE
GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE - WINNIPEG, CANADA

GROUP JUMPS 138%

Third Quarter Sales Gain 10% Over 1951; Giant Sept. Gains

Life insurance sales through the third quarter totaled \$21,933,000,000, a 10% gain over the third quarter of last year, according to L.I.A.M.A. Ordinary sales climbed 13% to \$14,654,000,000; industrial sales were up 4% to \$4,196,000,000, while group production rose to \$3,083,000,000, a 7% increase.

September production reached \$2,504,000,000, a gain of 30% over September of 1951. Ordinary sales for the month were up 24% to \$1,601,000,000; industrial totaled \$470 million, a 5% increase, and group jumped 138% to \$433 million for the month.

Mutual Life Agency Leader

The New York (Myer) agency of Mutual Life led all the company's agencies throughout the country in both volume of insurance sold and number of policies sold during the first nine months of 1952.

More Companies Nibbling at Substandard; Agency Pressure Seen as Main Factor

By ROY ROSENQUIST

No trend in the life insurance business today is more evident than the widening development of the writing of substandard business. Noticeable advancement in the handling of substandard cases has been made by the relatively small number of companies that have specialized in it for many years, but what is not so easy to chart or to get down on paper is the extent to which a very large number of companies are experimenting with substandard, writing a case here and there, accumulating some experience and moving further into the field as confidence is gained. There are known rules to follow, plenty of guide-posts to point to what should and should not be done.

Wealth of Experience Available

A wealth of experience has been accumulated by the companies writing substandard business on a larger than average basis and because of the competitive situation it is thought by many to be unwise, particularly for a large company, to take the position that it

will not at least consider writing any case presented to it, no matter how substandard.

Medical and actuarial departments of many companies are carrying on special studies of substandard business. It seems reasonable to suppose that at least some of the companies making such investigations will decide to undertake the writing of some substandard cases if only on a limited scale. There are now a number of companies that feel well equipped to issue policies to those having diabetes, heart impairments, blindness, and certain types of ulcers.

It is not uncommon to find companies writing substandard cases on the term basis, except yearly renewable term. Universally, overweights are regarded as undesirable. Companies have arrived at what they have found to be adequate rates for those having controllable diseases such as diabetes, but the overweight applicant is liable to become undesirable in several and often unexpected ways.

Can't Take Everybody

Even the companies specializing in and pushing for substandard business don't feel that a policy at some rate and on some basis should be issued to every applicant virtually irrespective of his physical condition. Actually, so far, the companies have learned how to write those having certain kinds of physical impairments on a profitable basis. Substandard underwriting has not, as yet, developed beyond that point. It does tend to expand, though, and one of the chief causes is the pressure from the agency organization.

For example, an agent whose company writes no substandard business sometimes finds that during the year he may place as many as a half dozen to a dozen cases with another company. Sometimes this makes him feel that his own company is, if not unprogressive, at least unenlightened on the subject of substandard cases. He tends to lose a certain amount of respect for the underwriting officers of his own company. He sees other companies writing business that he feels could be accepted with safety by his own company. He expresses himself regarding this not only to the company, but to other agents of the company and often finds that they have had a similar experience and tend to share his criticism of his own company.

Strong Tendency to Grow

The writing of substandard business is a large and important subject, one upon which lengthy comment might be made. Perhaps the most interesting thing about it is its tendency to grow, the inquisitive and experimental attitude that many companies are taking toward it and because of this, the possibility that with the passing of time there will probably be vastly more substandard business written by an increasing number of companies.

Boost Chest Contribution

Continental Casualty and Continental Assurance employees this week increased sizably their donations to the Community Chest Fund. At the suggestion of President Roy Tuchbreiter, all the officers and employees brought their lunch to work on Wednesday, and the amount of money that ordinarily would have been spent at eateries was given to the Community Chest. Continental has about 2,800 employees at the head office. The money thus raised was in addition to the previous contributions of the company and its employees.

Fort Worth Business & Estate Council was addressed by Charles W. Hamilton, vice-president of National Bank of Commerce, Houston, on the role of a wife in estate planning.

Nola Patterson's Group Bows Out; Shifts Job to CIO

Life Insurance Field Force of America, the ordinary agents' organization bracketed in most insurance men's minds with Mrs. Nola Patterson of Atlanta, is bowing out.

The current Life Insurance Reveille, of which Mrs. Patterson is editor, states that L.I.F.F.A. "for administrative and other reasons is turning the organization of ordinary agents over to the Insurance & Allied Workers Organizing Committee, CIO." L.I.F.F.A. has for some time been affiliated with the IAWOC.

"Organizing is a business which requires expert administration and management," the statement says. "Such advantages can best be secured through a closely knit professional group who can give full time service to the work."

Metropolitan Statisticians Report Increased Life Span

The average length of life among American wage-earners and their families reached an all-time high of 68½ years in 1951, a gain of five years in the past decade, Metropolitan Life statisticians report on the basis of the experience among the company's industrial policyholders.

Last year's gains were made in spite of the increase in male mortality over 1950 at the main military ages, they pointed out, being due to the gain in longevity for females. As a result, the difference in the average length of life for the two sexes became greater than ever before, women having an advantage of about 5½ years in 1951.

"In the last 40 years the industrial population has made greater progress in reducing its mortality than has the general population. . . . Now the two groups are on a par," the statisticians concluded.

Gov. Lodge Is to Be N. Y. Federation Speaker

Gov. Lodge of Connecticut will be the speaker at the annual luncheon of Insurance Federation of New York Dec. 3 at the Commodore Hotel, New York City. The business meeting and a reception for the governor will precede the luncheon and there will be another reception afterward.

Rodney E. Piersol, vice-president of Alexander & Alexander, New York City, has been appointed chairman of the luncheon committee. Henry C. Thorn, North America, is vice-chairman.

Zelen Succeeds O'Brien

John Hancock has appointed Max Zelen manager of the combination agency at Austin, Tex. He succeeds John O'Brien, who resigned to go with the insurance department of Knights of Columbus.

Insurance Biggest Investment

WASHINGTON — "Share Ownership in the United States," published by the Brookings Institution, indicates that life insurance, "which more than 4 out of 5 families own," is the "most widely held type of investment" in the U. S.

According to the study, 82.3% of American families own such insurance (including G.I.).

Savings accounts and U. S. Series E bonds follow, with annuities and pensions (excluding social security) listed as fourth in the order of investment holdings. According to Brookings, 20.9% of total family units with one or more owners, have annuity and pension interests.

Continental Assurance has purchased the new J. C. Penney Co. store building at Bellflower, Cal. The Penney company has leased the building.

ANNOUNCING...

The Manhattan Life's NEW Non-Medical Limits

Age 35 and under, up to \$10,000

Ages 36 to 40, up to 7,500

Ages 41 to 45 inclusive, up to 5,000

The new limits apply whether the applicant is a man or a woman.

FOR POLICYHOLDERS previously insured on a non-medical basis up to \$5,000, which has been in force two years or more, *the new limits are in full effect.*

Our 2nd Century

THE MANHATTAN LIFE
INSURANCE COMPANY
of New York

Home Office: 120 West 57th St., New York 19, N. Y.

Telephone: JUDson 6-2370

\$22 MILLION ANNUALLY

**Schwemm Records
100th Consecutive
\$1 Million Month**

Earl M. Schwemm's Chicago agency of Great-West Life has achieved what is believed to be an unsurpassed production record. October is the 100th consecutive month in which the agency has produced more than \$1 million of new business. Actually, average monthly production is closer to \$2 million because annual production has averaged over \$22 million.

When Mr. Schwemm, who is a C.L.U., joined Great-West in 1936, the Chicago agency was in 11th place among the company's branches. Its total production for that year was \$1,600,000. Only



H. W. Manning, right, vice-president and managing director of Great-West Life, is shown presenting a framed scroll to Mr. Schwemm commemorating his agency's achieving its 100th consecutive month of more than \$1 million of new business.

two years after Mr. Schwemm took over the agency was in top place. It has never yielded this honor, and is currently headed for first position again in 1952.

While in the past decade, several new Great-West branches have been formed resulting in transfer of policyholders and territory from Chicago, the agency's business in force exceeds \$150 million, exclusive of group. Five of Great-West's branch managers are products of the Chicago agency.

Substantial Policy Size

A brief analysis of the agency's business shows a substantial size policy, and that 11% of total business is currently being written with the estate builder, a juvenile plan. The agency's success is attributed to Mr. Schwemm's standards of training, his sales ideas and techniques, qualities of leadership, and readiness to assist agents with their surplus business problems and difficult cases.

A past president of both the Illinois and Chicago Assns. of Life Underwriters, Mr. Schwemm has held numerous other offices and served on many committees at local, state, and national levels. He often appears as a speaker in both the United States and Canada, usually managing to make six to 10 major addresses each year.

Mr. Schwemm entered the business in 1927, after graduating at University of Illinois. Sol Sackheim, who is observing his 20th anniversary with the company this month, is agency supervisor in charge of production and training, assisted by Kenneth A. Mullins. R. C. Frasier, is agency supervisor in charge of brokerage business; Ralph L. Welch, assistant brokerage manager; John A. Churchman, group supervisor, and K. W. Kennedy, agency cashier.

Belgrano Transamerica Director

Frank N. Belgrano, Jr., former national commander of the American Le-

gion; former president of Pacific National Fire and now president of First National Bank, Portland, Ore., has been elected a director and member of the executive committee of Transamerica Corp., which owns both Pacific National Fire and Occidental Life of California. He succeeds the late L. M. Giannini.

N. Y. Life Promotes Crouse

Donald L. Crouse has been promoted

to district group supervisor for New York Life at New Orleans. Mr. Crouse joined the company in January and has been at the home office.

Makes Policy Wordage Study

The number of words in a life insurance policy ranges from 3,000 to 6,000, with the average being from between 4,000 to 5,000, according to an Institute of Life Insurance study. This is said

to be several times the wordage of policies of a century ago, reflecting the many policyholder benefits and privileges that have been added.

The first life policy issued by a U. S. company was dated 1761 and contained 546 words. Early policies actually were verbose, considering what was provided. Today's policies include definite provisions for a great many details, such as cash values, loan and dividend provisions, benefit plans, etc.

**"To own life insurance is to have success
of a most basic sort"**

A message suggesting a point of view especially helpful to younger men, by CHARLES E. WILSON President, General Motors Corporation

"SUCCESS for the individual, I think, comes down to three very personal things. It is accomplishment. It is freedom. And it is satisfaction.

"That being the case, the man who has started a life insurance program has achieved success of a genuine order.

"He has taken the first step along today's straightest road to family security. And that is accomplishment.

"He has found new freedom from an economic worry that often holds men back in their undertakings.

"And he enjoys the satisfaction which comes when we put first things first.

"Today, more than 80 million Americans own life insurance. Aside from the advantages this represents to so many, it is reassuring for another reason. It means that in these times when individual initiative is often valued too lightly, 80 million Americans have had the courage and practical good sense to provide for themselves on their own."



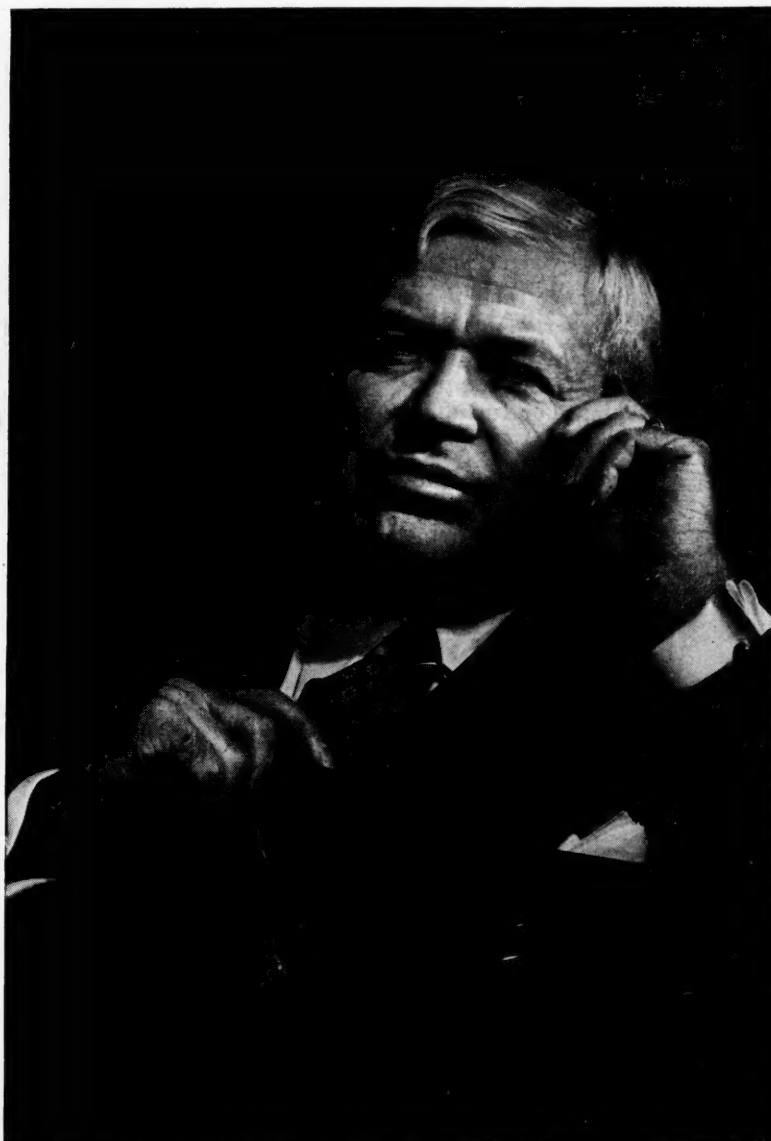
**WHY POLICYHOLDERS ARE
SO LOYAL TO
NORTHWESTERN MUTUAL...**

This company is one of the six largest. It has more than 90 years' experience and an outstanding reputation for low net cost.

This emphasizes that there are significant differences among life insurance companies. It is one reason why each year nearly half the new life insurance issued by this company goes to those already in the Northwestern Mutual "family."

Have you reviewed your life insurance program within the last two years? It would be wise to do so. You'll find real advantages in calling upon the skill and understanding of a Northwestern Mutual agent.

KARSH, OTTAWA



A NORTHWESTERN MUTUAL POLICYHOLDER. Mr. Wilson's first life insurance was a gift from his father on his 21st birthday, while he was a student apprentice in engineering. Mr. Wilson now owns 8 Northwestern Mutual policies.

The NORTHWESTERN MUTUAL Life Insurance Company

MILWAUKEE, WISCONSIN

APPEARED IN THE SATURDAY EVENING POST, TIME, NEWSWEEK AND SUCCESSFUL FARMING

N. E. Mutual, Prudential, Mutual Life Win PR Awards

N. E. Mutual Tops in Annual Report Survey

Winner of the "Financial World" survey of annual reports in the life insurance category is New England Mutual Life. The bronze "Oscar of Industry" trophy will be presented to David W. Tibbott, director of advertising, at the awards banquet at New York, Oct. 28.

A total of 5,000 annual reports were considered this year in the international competition. Life insurance runnersup were Connecticut General Life, second, and New York Life, third.

The judges were headed by Dr. Carman G. Blough, C.P.A., research director of American Institute of Accountants.

LUTC Course for Managers

The Minneapolis Managers Assn. is putting on a special L.U.T.C. course solely for managers and general agents. This is being done as a refresher and to strengthen the participants as trainers.

Prudential Wins Silver Anvil for Child Safety

The Silver Anvil for 1952, high national honor in the field of public relations, has been awarded to the western home office of Prudential, it has been announced by American Public Relations Assn.

Basis for the award was Prudential's sponsorship of the 1952 child safety crusade, a campaign devised to reduce the number of deaths and permanent crippling accidents which result from preventable accidents in the home area. In the age range up to 14 years, deaths from this source outrank all other causes by a wide margin.

Prudential coordinated the over-all program in the 11 western states and Hawaii and furnished the necessary parent education materials. A case history of the successful operation of the 1952 plan is being compiled and will be made available for study by college public relations classes.

Mutual Life's Direct Mail "Ads" Win Prize

Mutual Life won the "best in insurance" award for 1952 from the Direct Mail Advertising Assn. It was the second time in three years that the company's sales development and recruiting literature won top honors.

The insurance group in this year's contest included both life and A. & H. companies. The award was presented to Robert J. Walker, supervisor of field service, in a ceremony at Washington.

List More Features of L.I.A.M.A. Meeting

Speakers have been announced for the second day of L.I.A.M.A.'s annual meeting at Chicago, Nov. 17-20.

Jules Derome, manager of Sun Life of Canada at Montreal, president of Life Underwriters Assn. of Canada, and David B. Fluegelman, Northwestern Mutual Life, New York City, president of National Assn. of Life Underwriters, are the opening speakers Wednesday. A new L.I.A.M.A. study of agent and manager experience and opinion will be reported on by Dr. S. Rains Wallace, Jr., director of research, and Joseph Weitz, research associate. William T. Earls, general agent of Mutual Benefit Life at Cincinnati, chairman of the Million Dollar Round Table, will then explain how he inspires his organization to achieve new production goals.

How to Attract Good Men

The Wednesday afternoon session will especially emphasize the convention theme of what the industry, companies and agencies, can do so to attract good men in sufficient quantity. William P. Lynch, 2nd vice-president of Prudential, will discuss "The Home Office and the Recruiting Problem." Hugh S. Bell, general agent of Equitable Life of Iowa at Seattle, and James M. Spencer, Jr., Connecticut Mutual, Grand Rapids, will give the agent's point of view. Dr. Karl W. H. Scholz, University of Pennsylvania, will then consider "The Impact of our Changing Economy on Private Life Insurance," and Cecil J. North, vice-president of Metropolitan Life, chairman of L.I.A.M.A.'s nominating committee, will make his committee's report. The session will conclude with the showing of New York Life's new technicolor film, "From Every Mountainside." Andrew H. Thomson, assistant vice-president, will introduce the movie.

Group Gatherings Wednesday

The Canadian companies fellowship breakfast and the small companies dinner also are set for Wednesday. The breakfast is open to representatives of all companies operating in Canada. Speaker at the small companies dinner will be Milton J. Goldberg, assistant superintendent agency department of Equitable Society.

The Tuesday program was given in last week's issue.

On the final day there will be a panel on current problems, directed by Lewis W. S. Chapman, director of company relations of L.I.A.M.A. The concluding speaker is yet to be announced.

Union Mutual Transfers

J. J. Russell, Jr., East

John J. Russell, Jr., Los Angeles, who has been in charge of group sales for Union Mutual Life on the Pacific Coast, has been transferred to Buffalo as district group supervisor for western New York, Ohio and Pennsylvania.

The William W. Clore agency of New England Mutual Life at Phoenix has

moved to larger quarters at 1128 North Central avenue, and has opened a district agency at Tucson.

N. E. Mutual Keeps '52 Scale, Dividend Total Highest Ever

New England Mutual Life has authorized \$18.3 million for distribution as dividends in 1953. Interest on settlement options and dividends on deposit will continue at 3%.

Although the increased scale adopted a year ago remains unchanged, the 1953 dividend allotment is \$1.3 million more than the 1952 amount and is the largest in company history.

Last year policyholders left 43% of dividends on deposit at interest, used 42.4% to pay current premiums, used 7.5% to purchase additional insurance and took 7.1% in cash.

Decision Reserved in Test of Private Insurance Part in N.J. TDB Law

New Jersey Superior Court Judge Ewart has reserved decision in a suit brought by New Jersey State Federation of Labor to test the constitutionality of coverage by private insurance companies under the state temporary disability benefits law for workers who are opposed to such coverage.

The New Jersey law gives employers the option of using either private insurance plans or the state fund to meet requirements for providing cash benefits to workers suffering non-occupational illness or disability.

The test suit was brought by the state AFL for Carl Schielke, an elevator operator at the Stacey-Trent Hotel, Trenton. The suit challenged the private plan feature of the law and contended it contains the following two constitutionally objectionable features:

Objectionable Features

—That an employer willing to pay all expenses of a private plan can, with or without consent of his employees, exempt them from the state plan.

—That if employees contribute to the insurance plan, and agree to it by majority vote, the unwilling minority must accept the private plan and lose coverage under the state plan.

Schielke asserted he was opposed to private disability coverage. The hotel denied he was opposed and said further that he had since benefited from a claim made under the coverage. The hotel also said that the union's business representative assented to the private plan.

After being approved by a majority of the hotel's employees eligible to vote, the private policy was put into effect Jan. 1, 1949, with Connecticut General Life. Schielke contended that part of his wages were being taken against his will and paid in insurance premiums. He argued that such procedure was in violation of his constitutional rights, in that it deprived him of wages and property without due process of law.

J. H. Weber Heads Vested Renewal Loan Company

Renewal Guaranty Corp. has been organized at Denver to make loans on vested life insurance renewals.

President is John H. Weber, formerly Colorado general agent of Guarantee Mutual Life. Mr. Weber long has been active in insurance organization affairs, and is a past director both of Denver Life Underwriters Assn., and Denver Agency Managers' Assn.

Donald H. Weiss has been named group service representative of Occidental Life of California at San Francisco. He is a navy veteran and was formerly a salesman at Berkeley.

Mortgage Protection . . . the North American way

The chance that he may not live to finish paying off the mortgage is only ONE hazard a home buyer faces. Who would gamble that in 20 years something will not happen to his health to jeopardize his plans for full and unconditional home ownership?

That's why our new Home Guarantee Plan offers Accident and Sickness insurance as an additional feature. For only \$3 a month, we'll cover monthly installments of \$80—guarantee lifetime coverage on Accident from the first day—5 years' coverage on Sickness on a 30-day elimination basis.

Total cost for the combined package at most ages is still only about the equivalent of 1½% added to the loan interest.



NORTH AMERICAN Life and Casualty Company



Founded 1896

HOME OFFICE: MINNEAPOLIS, MINNESOTA

H. P. SKOGLUND, President

J. E. SCHOLEFIELD, Vice-President
Director of Agencies

ANSWERS ILL. COMPLAINT

Following Local Lead, American Farmers Contends

American Farmers of Phoenix, against which Director Day of Illinois has requested a permanent injunction to restrain it from doing business in the state, has through its general counsel asked that it be given the opportunity to cease any alleged violations of Illinois law without having to go through a lawsuit. Edward Jacobson of Snell & Wilmer, Phoenix, representing American Farmers, said the company has secured its business in Illinois "in a fashion similar to the method used by Sterling Ins. Co. (Chicago) of your state, namely, by advertising. It has also secured members across the country from its own membership, and those who become active in this regard are termed 'recommending members.' It is the rule of the company that every policyholder who chooses may become an active 'recommending member' and because the policyholders quite directly own the company and its funds, a good proportion of them do so become."

Plan Not New

American Farmers patterns its program of using "recommending members" after that used for 40 years by two Illinois companies, Illinois Commercial Men's Assn. and Illinois Traveling Men's Health Assn., both of Chicago, Mr. Jacobson states.

"Both of these Illinois companies use such a program in the state of Arizona," he added, "for as recently as three years ago a large and well publicized luncheon was held in Phoenix for the over 200 local members or policyholders of these companies who live in this area, the purpose of which luncheon was to encourage Phoenix policyholders to secure other members or policyholders in this area. Neither of these Illinois companies is qualified to do business in the state of Arizona."

Because of this background and because the Arizona commissioner and attorney general first warn non-wilful violators of the Arizona code before any lawsuit is brought, Mr. Jacobson said, "you can appreciate the company's surprise and alarm in finding itself defendant in a lawsuit in Macomb."

Director Day two weeks ago asked an injunction against American Farmers in a suit filed in McDonough county. It was complained that the company gives its insured, who are solicited to become "recommending members," certificates of authority which confuse them into believing they are acting within the law. The department claims these "recommending members" are actually agents.

No Violation Intended

It is not the program of American Farmers to violate any valid laws, Mr. Jacobson states. He requests that if the program in Illinois is in violation, that the company be given the opportunity to cease such violation promptly and permanently "without the expense and extremely damaging publicity attendant a lawsuit of this character." He asks for a copy of the complaint, saying that if American Farmers finds the allegations correct, "no lawsuit will be required to make this company cease and desist . . . instead, the company will simply continue to refuse to accept any and all memberships recommended from the state of Illinois except by mail and with your approval as is now being done in compliance with the temporary injunction which has been issued."

Roger W. Hayes, state's attorney of McDonough county, has replied to Mr. Jacobson by letter, informing him how he can obtain a copy of the complaint and adding that upon reading it Mr. Jacobson "will be able to understand our views in this lawsuit."

"We believe it is highly impractical, if not impossible, to discuss and argue

lawsuits by mail," he adds, saying: "We will state this, however, that we do not file lawsuits in which we do not believe we are right."

Use Audio-Visual Sales Aid

Use of an audio-visual aid in a life insurance sales interview was previewed by leading producers of Pacific Mutual Life at the Top Star Conference at Lake Tahoe, Cal.

The 15-minute production, designed for presentation in the prospect's office, offers a clear exposition of the purposes of business insurance.

Seeks Change in Neb. Court Ruling on Retirement Plans

The Nebraska supreme court has been asked by G. L. DeLacy, Omaha attorney representing various insurers, to rewrite its decision in the Bankers Life of Nebraska retirement case to eliminate language which may be construed as invalidating all retirement plans adopted by domestic insurers.

The court ruling held the Bankers Life retirement plan invalid as far as it concerned officers of the company, but valid as to employees. This opinion,

according to Mr. DeLacy, could have an adverse affect on other domestic insurers which established retirement plans in 1945, the year legislation was passed authorizing the Bankers Life plan.

The suit of Max Kier, a policyholder, against Metropolitan Life and Guarantee Mutual Life, charging the latter has an illegal retirement plan for officers, has been remanded to Lancaster county district court at Lincoln.

The case was remanded from federal district court following Kier's assertion that the suit was primarily against Guarantee Mutual.

MAKE YOUR RESERVATION NOW

THE LAND OF GOLDEN OPPORTUNITY FOR AGENCY BUILDERS

YOUR TICKET

The Golden Rule Contract

Let the GOLDEN RULE COMPANY give you the easy route to building a successful agency by ATTRACTING STRONG MEN and by HOLDING YOUR BETTER MEN with UNBELIEVABLE REWARDS

PLUS Friendly Home Office Co-operation

5-10-15 YEAR RENEWABLE CONVERTIBLE LOW-COST TERM

NON-CONTRIBUTORY PENSION PLAN—SUBSTANTIAL!

TERRITORIES:

Opportunities open in: California, Florida, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Washington, D. C., and West Virginia.

THE COLUMBUS MUTUAL LIFE INSURANCE COMPANY

Columbus 16, Ohio

Carl Mitcheltree, Pres., Ben F. Hadley, Vice-Pres. & Sup't. of Agents

Honey Offers Some Alternatives to Compulsory TDB

James K. Honey, assistant counsel of Life Insurance Assn. of America, at the



J. K. Honey

insurance law section of American Bar Assn. at San Francisco, presented some ideas on compulsory non-occupational disability benefits laws. Commenting that proponents of this type of legislation will continue to press for passage of compulsory state programs, he outlined a number of alternatives to a compulsory plan, saying that when a resolution of the issue of compulsory arises, the experience, knowledge, statesmanship and wisdom of the business may be employed rather than passion, prejudice and pride.

Mr. Honey reminded the lawyers that their opinions as to the wisdom of disability benefit legislation can be rendered completely academic by a majority of any state legislature or by congress. However, if such laws are being enacted, "we now have available the knowledge and experience necessary to develop a form of statute that will promise sound administration and a compatible marriage of social legislation and private enterprise at the state level."

Reviewing the law in Rhode Island, he said that this has been a financial failure. It is significant, he pointed out, that the three laws following this in California, New Jersey and New York did not adopt the Rhode Island pattern, despite its invariable support by organized labor. The California plan, while more conservative than that of Rhode Island, is inclining more to the compulsory side following the underwriting losses of the private insurers. This is a competition between a state fund financed by an earmarked tax and a private plan underwritten on income derived from premiums that vary with the risk.

N. J. Law an Improvement

Mr. Honey said the New Jersey law is an improvement over that of California, but the imposition of the premium tax on the private companies and the disadvantage of automatic coverage under the state fund continues the inequitable competition between the voluntary and state plan. The New York law seems to offer the most if a state is interested in a compulsory non-occupational disability benefits law with a minimum of interference with private enterprise.

However, the New York type may not be the only answer, Mr. Honey remarked, and another suggested procedure is the "all-private" statute which copies the general pattern in New York but with an assigned risk plan substituted for the state fund. Such a law is particularly desirable for a state not already having a state insurance fund. The successful operation of workmen's compensation and automobile liability assigned risk plan is sufficient assurance that a state fund is not required, he said.

Another law acceptable to those opposing compulsory legislation is the "elective" type. It seeks to avoid any interference with existing disability plans. An election procedure and statutory plan of benefits is established and upon petition of 20% of his employees, an employer must either provide a benefit plan equal to the statutory plan, or give his employees an opportunity to elect the statutory plan. If he adopts the first alternative, there is no election. If he does not, and 75% of the em-

ployees vote for the statutory plan, the employer must provide such a plan through insurance or self-insurance. A predicted result is that almost all employers will voluntarily provide a plan of benefits equal to or better than a statutory plan and thus keep their programs free from governmental regulation. While there is no assurance that this type of law would work, Mr. Honey contended that the possible benefits plus the ease with which the law could be transformed into an all-private law recommended serious consideration.

General American Life has named Samuel D. Young to the board.

NYLIC Review to Come Out on Weekly Basis

Nylic Review, New York Life field publication, is being changed from a monthly to a weekly and will reach all agents every Monday, starting later this fall.

Besides providing more rapid communication, the weekly edition will permit the company to consolidate and publish information, announcements and other news that have been sent to the field separately. Greater space will be given to home office and branch office appointments, branch office events, agents' activities and the like, and more

photographs of agency men and personnel will be featured. Also, many short sales features will be carried and practically every other type of material that has been in the monthly publication with the exception of long articles.

The company is considering featuring these in a special quarterly edition of the Review to begin publication next year.

Peoples Life Names Shreve

Peoples Life of Washington, D. C., has appointed Wellington H. Shreve district manager in its home city, and Harry L. Parker district manager at Pocomoke City, Md. Mr. Shreve has been with the company since 1926.

Why my wife made me get a RETIREMENT INCOME PLAN

JOHN OMAR, JR. CONTRACTOR

THE AGENT

is always in the picture!

Through the years, Phoenix Mutual has continued to be an 'advertising-minded' company. It has consistently pioneered in the development of new, forceful, practical ways in which the printed word may be used most effectively to create a favorable impression upon the buying public. Booklets, blotters, reprints, sales aids, direct mail, local and national advertising campaigns — all have been carefully designed to enhance the prestige of the company, the agent, and the product.

And — most important of all — every advertising effort must meet one essential, basic requirement that is the yardstick by which all such efforts are judged: Will it help the salesman sell!

PHOENIX MUTUAL LIFE INSURANCE COMPANY

Discover the extra dollars

What it means TO BE INSURED WITH PHOENIX MUTUAL

Build an Estate

YOUR CHILD

Your Children a Good Start in life

IN YOUR LIFE

EDITORIAL COMMENT

Big Job for the Dawson Committee

The American Life Convention-Life Insurance Assn. joint committee on organization meetings, headed by President Louis Dawson of Mutual Life, has an opportunity to do a tremendously needed job for the life insurance business.

The committee, which will hold its first meeting shortly, probably early in November, has been assigned the job of determining whether there is not some way of cutting down the great number of life insurance meetings, with their concomitant committee meetings, that has insidiously grown up in the business to the point where it involves a substantial outlay in money and takes a serious toll in time of executives and others who have to be on hand for these meetings.

The problem the committee faces is not an easy one. Not only is there the matter of diplomacy in dealing with organization leaders who are understandably prejudiced in favor of the importance of what they are doing but everyone appreciates that there is a value in having executives attend conventions beyond the specific additional information they get from speeches and formal discussions. It is extremely difficult to appraise these "plus" values of meetings and conventions, yet they must be appraised in order to arrive at a proper decision as to what to do about the multiplicity of meetings that currently plague the business.

It does not appear to be any part of the aim of the Dawson committee to eradicate any of the existing groups. However, even with less drastic measures it is obvious that substantial improvements could be effected. For ex-

ample, organizations pursuing substantially similar activities could hold joint meetings or at least hold some of their meetings jointly. This was done by the Actuarial Society of America and the American Institute of Actuaries before they merged to become the present Society of Actuaries.

One difficulty with the life insurance business is that it is really some half a dozen different businesses whereas most other types of business have only two phases—production and sales. The life insurance business, however, includes for example the actuarial, legal, medical, accounting, office management, underwriting, sales, and investment fields.

The multiplicity of meetings falls hardest on the smaller companies. Convention meetings are valuable for officers of such companies but the expense and the drain on manpower makes convention-going vastly more of a problem than for the larger companies.

All the factors have to be taken into consideration in establishing criteria for the optimum basis for holding meetings. For example, holding meetings at more central locations would undoubtedly make it easier for more people to attend and with less loss of time and outlay of company expense money. Yet, there are definite objections to holding all meetings of all groups at say, Chicago, despite its central location.

It seems obvious that real improvements can be made if for no other reason than that the present system has grown up without any coordination and without much concern over the over-all problems of the industry that are generated by so many organizations holding so many meetings.

PERSONAL SIDE OF THE BUSINESS

Armand W. Harris, former Minnesota commissioner, now with St. Paul Fire & Marine, has been appointed 1933 Minnesota campaign director for National Cancer Society.

Joseph A. Sanders, a director and 1st vice-president of Equitable Life of D. C. since 1912, was honored on his 75th birthday at a dinner by associates in insurance, banking and other fields. Charles E. Phillips, Equitable president, paid tribute to Mr. Sanders, outlining his achievements as insurance and real estate executive, inventor and banker. Bank President Thomas J. Groom told the diners how Mr. Sanders had personally guaranteed a loan required to make a payment on the Gutenberg Bible, which was finally acquired by the U. S. government.

Mason Knuckles, general agent for Mutual Benefit Life at Denver, is the Republican candidate for Congress there.

Walter G. Dithmer, public relations director of Western Underwriters Assn., has been placed in charge of local arrangements for the convention of American Assn. of University Teachers of Insurance at the Morrison hotel, Chicago, commencing Dec. 29.

James H. Eteson, controller of State Mutual Life, and J. McCall Hughes, vice-president and controller Mutual Life, were elected trustees of the annual meeting of the Foundation at the annual meeting of Controllers Institute at Detroit. The foundation is the research arm of the institute.

Malvin E. Davis, vice-president and actuary of Metropolitan Life, reviews in a five-page article in the October issue of the Controller the basic operating principles of electronic equipment.

Edwin W. Craig, president of National Life & Accident, and Mrs. Craig; Eldon Stevenson, executive vice-president, and Mrs. Stevenson; Douglas Henry, general counsel, and Mrs. Henry, and Bert Parrish, local agent, were among the 50 guests robbed of \$150,000 in cash, furs, and jewelry in a holdup at a Nashville house party following a Vanderbilt University football game.

Holgar J. Johnson, president of the Institute of Life Insurance, addressed the undergraduates of Washington University as part of the university's weekly series of talks by business leaders.

DEATHS

MRS. KIMBALL MACK, wife of L. Alexander Mack, president of the Weekly Underwriter, died suddenly of a heart attack at her home at Montclair, N. J., last Friday. She was a native of Essex, Mass., and was educated at School of Ethics.

Mrs. Mack had a wide acquaintance among the insurance fraternity, having traveled extensively with Mr. Mack and attended numerous insurance conventions. There is a daughter, Margery Parker Mack, who is a student at Wellesley.

ALBERT T. CHURCHILL, 52, manager of Phoenix Mutual Life at Rochester, N. Y., died there. He started with the company in 1924 at the home office and later was named supervisor at Rochester. He was promoted to manager in 1931. The only manager to have won the directors' cup for outstanding service to the company four times, Mr. Churchill was a past-president of Rochester Life Managers Assn., and a director of Rochester Life Underwriters Assn.

MRS. FREDERICK J. KIEFNER, 36, wife of Provident Mutual's manager of advertising and publications, died suddenly at Abington Memorial hospital in Jenkintown, Pa. A week prior to her death, she had given birth to their fourth son, Robert S.

MARCUS R. MABEE, 54, former manager for Prudential at Albany, and a Buffalo life insurance man since 1944, died at Buffalo.

E. N. UPSHAW, 66, retired manager of the Savannah, Ga., ordinary agency of Prudential, died at a hospital there after a long illness. Mr. Upshaw started with Prudential at Jacksonville, Fla., in 1932, was put in charge of the Orlando agency in 1935, and went to Savannah in 1937. In 1945 he was made manager of a separate Savannah agency

which served 39 counties in Georgia and Alabama. He was a past-president of both the Orlando and Savannah Life Underwriters Assns.

A. J. STONER, JR., formerly with Bankers Life of Iowa investment department, which he served for 31 years, died, after an illness of more than a year, at Indianola, Ia., where he had been making his home.

EDWARD BASE, vice-president and assistant secretary of New World Life, died.

JOHN J. RUSSELL, SR., 57, manager for Union Mutual Life at Buffalo for the last five years, died there. Before joining Union Mutual he was for 25 years with John Hancock at Syracuse and Batavia. A son, John J. Russell, Jr., has just been made Union Mutual district group supervisor for western New York, Ohio, Pennsylvania.

WILBUR L. JENKINS, 57, manager of the mortgage loan department Life of Georgia, died of a heart attack at his home at Atlanta. Before going with Life of Georgia in 1945, Mr. Jenkins was for several years head of the mortgage loan department of Atlantic Life in Richmond.

EDWARD M. KEYS, 79, retired assistant secretary of Metropolitan, died at his home in Mahwah, N. J. A native of Lafayette, Ind., Mr. Keys joined Metropolitan in 1899 and was named assistant secretary in 1935.

WILLIAM F. WARD, SR., 71, of Scotch Plains, N. J., retired chief investigator for the New Jersey department, died. He had been chief investigator 26 years.

LOUIS DE VOORSNEY DAY, 70, retired Newark general agent for Mutual Benefit Life, died at his Summit, N. J., home. Mr. Day was general agent for 33 years and was a former president of the Northern New Jersey Life Underwriters Assn. He was a director of the Summit Trust Co. and a trustee of

Medicals Aid the Nation's Health

It is not boastful for life insurance as an institution to say that it has had a definitely beneficial effect upon the health of the nation as a whole. Without making this contention complicated, it is simply a fact that every day thousands of men and women in the United States are being examined for life insurance. By reason of this process they are being made health-conscious and health defects that were unknown are being discovered. Every applicant for life insurance who is declined or whose case is put on a substandard basis because of health impairment begins—usually after a period of doubt—to look

for ways to improve his physical condition.

Until the time of the life insurance examination, the applicant didn't know he had a serious physical impairment. Life insurance examinations reveal serious or minor physical impairments to thousands of life insurance applicants every month, who then proceed in whatever way may be needed to arrest or eliminate the physical impairment which only the life insurance examination disclosed. It is not difficult for anyone to realize that this process has an importantly beneficial effect upon the health of the nation.

Prudential's Biggest Utility Loan

Prudential has lent \$110 million to Lone Star Gas Co. of Texas. It is the

largest loan Prudential has ever made to a public utility. The loan carries a 3½% interest rate. It is due in 1977.

THE NATIONAL UNDERWRITER

—LIFE INSURANCE EDITION

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Drew University. He was a graduate of Wesleyan University.

MORRIS L. GOLDMAN, 54, district manager for Boston Mutual Life at Fitchburg, Mass., since 1943, died there of a heart attack while attending synagogue services. He had been with the company since 1933.

AMBROSE F. WHITE, 51, district manager for Boston Mutual Life at Providence since 1941, died of a heart condition at New York City. He had been with the company 28 years.

ROY AMOS, 51, retired assistant manager for Life of Virginia at Indianapolis, died at Newport, Tenn.

OBSERVATIONS

Redpath for Clinic Plan

Robert U. Redpath, Jr., Connecticut Mutual, New York City, writes as follows:

"In the Sept. 26 issue of The National Underwriter I read with interest and substantial agreement your editorial, 'How About the "Clinic" Type of Selling?'"

"I think that the combination of a C.P.C.U. with a C.L.U., with possible further specialization in each field, would promise much more satisfactory solutions than if one individual attempted to become and maintain himself as an expert in these widely differing fields of insurance."

Mr. Redpath, for many years a life and qualifying member of the Million Dollar Round Table, is a director of Ohio Casualty and its affiliate, Ohio Fire. Though he writes no general insurance business himself, he is an active supporter of the C.P.C.U. program.

Finds Inflation a Sales Aid

An agency officer of a midwestern life company said the other day, "It is a fact, and a rather surprising one, that inflation is not a problem, not a sales deterrent with our agents. It really disturbs and distresses us here in the home office, but in the field I can only conclude that it is helping rather than hindering production. It has made the \$1,000 policy practically a thing of the past so far as the average prospect is concerned. Money is so cheap that it is now almost routine for good agents to be writing \$5,000 and \$10,000 cases instead of those of \$1,000 or \$2,500. Most men who have not bought any new life insurance since 1945 are likely to have their insurance estate doubled by an alert, wide-awake agent."

"Compared to life insurance, everything else is outrageously high, farm land, improved real estate, commodities, raw goods and stocks. Life insurance is still selling at the same price. There

have been no rate increases and a few decreases. When a man buys life insurance today he may be buying cheap dollars for future delivery, but he is buying them with cheap money—with a matched dollar. Looking ahead to the time when the life insurance money may be needed, it is just as likely to have a greater purchasing power as a smaller one. However that may be, the whole subject of inflation is not one that is causing our agents any trouble and as I have said, it appears to be helping them more than harming them."

Mass. Mutual Ad Program Features Rockwell Pictures

Norman Rockwell, aptly described as "painter to America's millions," was guest of honor of Massachusetts Mutual at a dinner of company directors and their wives at Springfield.

Mr. Rockwell's human interest sketches are used in the company's national advertising campaign which is attracting the attention of millions of magazine readers.

In his first sketch for the series, Mr. Rockwell depicted a small boy on the way to his first day at school, complete with an apple for the teacher, who may not get it if the youngster's appetite is normal. For the November advertisement, he has sketched a typical American family at the Thanksgiving table.

President Leland J. Kalmbach, in commenting on Norman Rockwell's extraordinary ability to portray Americans as they are, says: "His pictures make people stop and think about family aspirations and obligations."

Morris Describes Budget Value of Theoretical Hours

Rather than controlling salary expense through a budget based solely on dollars, John C. Morris, secretary of State Farm Life, told the American Management Assn. office management conference in New York City, "we have placed our emphasis in our budget upon the number of theoretical hours, or work load, which each department expects to accomplish in the coming year."

Mr. Morris explained how his company adapted the work measurement program of Prudential to establish the work load for the various departments, and from this work load performance rates and performances indexes, which aided supervisors in evaluating monthly performances.

Pat Lowry, for three years a personal producer with the El Paso agency of Southwestern Life, has been transferred to Austin as agency supervisor.

Brooklyn Medical Society Head Offers Plan to Give Comprehensive Care

NEW YORK—A plan for providing comprehensive medical care was proposed by Dr. Louis Berger in his inaugural address as president of the Kings County (Brooklyn) Medical Society.

Dr. Berger said that at present voluntary medical care insurance is paying a small part of the total annual medical care bill and there is need for meeting a portion of this bill by a supplementary temporary plan that would gradually be discontinued as the voluntary prepaid health insurance program gains in importance to the point where it makes available more comprehensive services.

Dr. Berger proposed the development of a group unit by the Kings County Medical Society that would be under the society's control, that would include all members of the society, with each member serving for a brief time. Only physicians would be permitted to refer patients to this unit for purposes of laboratory work-up and consultation and all obtained data would be submitted only to the referring physician and the patient would be sent back to the referring physician for treatment.

Discusses Financing of Plan

Funds would be administered on a non-profit basis. Patients would provide some funds if they could, while a common fund would provide that portion beyond the patient's means. The raising of this common fund would be the medical society's responsibility.

Dr. Berger said that in view of the fact that the medical profession would be performing this service without pay, the burden should be borne if possible by the entire community and not by the medical profession alone. The doctor should bear his share like any other citizen.

Dr. Berger did not give details on financing but it is understood that eligible members of the public would pay a stipulated premium which would be the same for all regardless of income. The premium income would not be enough to take care of the clinic setup, the difference being made up by contributions from employers, the doctors, and other public-spirited citizens. There would be no financing from the city, county, state or federal government.

The result would be to give the low to moderate income groups the benefit of elaborate diagnostic techniques and the services of specialists, which are what make the cost of comprehensive medical care so high as to be often a

staggering burden for any but the well-to-do.

Only families below a specified income level would be eligible for the plan. This level has not yet been decided on. For example, it might be \$4,000 a year plus \$500 for each dependent, although it might well be somewhat higher.

Irish on Coast Trip

President R. E. Irish of Union Mutual Life is on a two-week trip to the Pacific Coast. After being present for the conclusion of a brokers' school the company conducted at Santa Barbara, Mr. Irish will visit Los Angeles, San Francisco, Seattle and Phoenix, in which cities the company recently appointed loan correspondents.

Sechtman Honored



Louis W. Sechtman, general agent of Aetna Life, receives a plaque and a \$5 gold piece from John H. Evans, manager of Home Life of New York and immediate past president of the New York City Life Underwriters Assn. at the opening fall meeting of the association. Mr. Sechtman received these gifts as a token of the association's gratitude for his five years of service as treasurer.

Speaker was Jack Lacy, head of the Lacy Sales Institute of Newton Center, Mass., and formerly one of Connecticut General's leading producers. He said that to be successful an agent must realize that he cannot force himself to do the things he should, such as making calls, but must make up his mind that such matters are part of the job and should be handled without any special effort.

CENTRAL STANDARD LIFE

Founded 1905

INSURANCE COMPANY

211 W. Wacker Drive

Chicago 6

All forms of Life - Accident & Health

ALFRED MACARTHUR
Chairman of the Board

E. H. HENNING
President

NEWS OF LIFE COMPANIES

Union Central to Set Up Agent-Manager Sales Board

Union Central Life has inaugurated a plan under which at the end of 1953 it will appoint a sales strategy board, consisting of 10 agents and two managers, to confer with the home office agency department staff on sales matters.

Agents of the board will be selected according to point totals accumulated in six campaigns to be conducted. Managers will be selected according to the combined relative showing of their agents.

The company will pay all expenses of board members in connection with the meeting, and in addition will compensate each at the rate of \$50 a day during the meeting.

Because of the method for qualification, it is expected that board members will be well rounded in the business as well as effective in the sale of a wide variety of plans.

New Farm Bureau Insurer

Arizona Farm Bureau Federation, through state board members, has voted the authorization of its own life insurance company.

The new life insurance company will be known as Western Region Farm Bureau Life Insurance Co., and bureau members of six western states will participate in the insurance program.

Start Becker Sales Campaign

Agents of Franklin Life have opened a six-week sales campaign in honor of the birthday of President Chas. E. Becker.

The annual President's Campaign always has set a high peak of production, and the goal this year is \$56 million of new business, which would be a record. Theme of the contest is "56 Million for His 56th Birthday."

Franklin's new paid business during September was 15% above the same month last year. National leader for the year to date in paid personal production is Virgil Wright, Coral Gables, Fla. The Philadelphia division holds first place agency-wise.

To Form New L. A. Insurer

LOS ANGELES—Girard Life of California has been approved by Commissioner Maloney as the name for a new life company to be organized here. Donald R. Luckham is attorney for the organizers.

Bright 9-Month Report

MILWAUKEE—With nearly every major factor in the operations of the Northwestern Mutual Life moving in a favorable direction, 1952 promises to be a banner year, Edmund Fitzgerald, president, stated at the quarterly meeting of trustees.

"The demand for money continues strong and interest rates are firm," he said. "New investments of \$180 million in securities and \$73 million in mortgage loans carry the highest return to the company of any comparable period since pre-war years. Total assets at Sept. 30 were \$2,853,467,000. Mortality rate among policyholders was unusually low in the first nine months, and promises to

come close to the record set in 1949.

For the first three quarters, income was \$296,463,000, and disbursements were \$183,088,000.

Nine-month sales were at an all-time high, totaling \$364 million for a 16.6% gain.

Form Plymouth Life in Tex.

Plymouth Life has been chartered by Texas, and has its home office in the Perry-Brooks building, Austin. The company, which will write both life and A. & H. coverages, has capital of \$81,200 and surplus of \$43,468. Present plans contemplate increasing capital to \$150,000 before the end of the year, and eventually to \$400,000.

T. M. French Is President

President is Thomas M. French, who started in the business in 1929. He served as agency director of Gulf Life and as president of Guardian Life of Texas until 1938 when he became vice-president and agency director of Century Life of Fort Worth. He later served as president of Continental Life and Pilgrim Life, both of Fort Worth. Other officers are T. Gordon Ryan, vice-president; Felix Wolff, secretary and assistant treasurer, and Thomas M. French, Jr., general counsel.

Mr. Wolff was with Southern Union Life at Fort Worth from 1926 to 1930, Great Southern Life from 1930 to 1937, at which time he went with Western Reserve Life of Austin, eventually becoming secretary of that company.

LIFE MANAGERS

Hall Says Supervisor Must Develop Sixth Sense

Stewart Hall, assistant director of field training of Occidental Life of California, addressed the Los Angeles life supervisors on "The Fourth Dimension in Agents' Salvage." He said 10% of new agents are bound to be successful no matter what occurs, 10% are bound to fail no matter what was done to salvage them, and the remaining 80% is typical of the new agent who must be supervised. He defined the supervisor's work as recruiting, financing, training and supervision. Supervision, he held, is the fourth dimension and is an intangible, especially as it includes the attitude of the agent. He regards the handling of attitudes as the measure of success or failure. The supervisor, he said, must develop a sixth sense that enables him to meet the issue. This sixth sense must be alive in the case of the new agent, and also to solve the problems of split commissions and orphan policyholders. He favors joint field work with the new agent to assist in salvage.

He mentioned the necessity of not pouring too many ideas into the mind of the new man.

R. I. Managers Meet

Managers and General Agents Round Table of Rhode Island at its first fall meeting heard a talk by George A. Hatzes, general agent for Fidelity Mutual at Washington, D. C. Mr. Hatzes discussed all phases of agency building.

Fraser Round Table Guest

Peter M. Fraser, president of Connecticut Mutual Life, was the honored dinner guest at a recent meeting of New York Managers & General Agents Round Table. Julian S. Myrick, chairman of the American College, was the principal speaker. When he was a vice-president of Mutual Life, he was responsible for Mr. Fraser's entering the life insurance business. Toastmaster was John M. Fraser, secretary of the



Franklin Life has completed occupancy of the new 12-story addition to its home office, depicted here by an architect's drawing. The new building adds approximately 43,000 square feet of space, and matches the exterior design of the addition to the building erected in 1948.

The new building has an employees' cafeteria, lounge, library and sun deck.

Round Table and general agent for Connecticut Mutual. A large number of chief executives from many life companies were present at the dinner.

Resumes Private Practice

Ned McDaniel, insurance law specialist and chief of the state affairs division under the Texas attorney general,

has resigned to enter private law practice in the Perry-Brooks building, Austin. He has been the principal legal adviser for the board of insurance commissioners.

Mr. McDaniel plans to organize a firm of insurance specialists in Austin, to handle claims defense, organization and admission of companies in Texas, legislative problems, and other regulatory matters.



General American

helps you cover
the field better with
COMPLETENESS IN THE LINE

General American presents a solid front with a complete line of insurance protection that equips any field man with strong support for any objective.

ORDINARY LIFE... a broad range of policies that permit sound planning within favorable premium structures.

ACCIDENT AND SICKNESS... dividend-paying policies of wide variety... tailored to the client's needs.

GROUP INSURANCE... comprehensive plans that permit greater flexibility... ease of administration... customer satisfaction.

With multiple lines General American provides "more power to men in the field."

GENERAL AMERICAN LIFE
A MUTUAL LEGAL RESERVE LIFE INSURANCE COMPANY
ST. LOUIS, MISSOURI

MANAGEMENT CONSULTANTS

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Management Consultants
To Insurance Companies

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P. O. Box 101 Queens Village, N. Y.

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AMONG COMPANY MEN

Winterble Retires; Bankers, Ia., Veteran

W. F. Winterble, agency vice-president of Bankers Life of Iowa, has retired for reasons of his health after 39 years with the company.

Mr. Winterble joined the company as a part-time producer at Minneapolis in 1913. He transferred to Richland Center, Wis., as a regular in 1919, and became manager at Madison in 1923. He was appointed superintendent of agencies in 1934; director of agencies in 1937, and agency vice-president in 1944.

While a producer Mr. Winterble consistently won top company production club membership and during his 11 years as manager at Madison, the agency produced over \$37 million in new business.

Mr. Winterble served on committees on education and training, field personnel, and large companies of L.I.A.-M.A. In 1941, he was chairman of the Agency Section of American Life Convention.

He is a graduate of the University of Minnesota, and a veteran of the first world war.



W. F. Winterble

office inspector for Unity Mutual Life & Accident.

The company has also named Charles Green, Jr., William Reynolds, and Walter Chapman district supervisors. The first district office in South Dakota has been opened at Rapid City.

Equitable Society Advances Donohue, Rothrock, Reichgott at Home Office

William M. Donohue has been appointed a vice-president of Equitable Society and Harry W. Rothrock and Henry Reichgott have been appointed 2nd vice-presidents.

Mr. Donohue began with Equitable in 1906 in the auditor's department. Later he served in other departments and shortly after his return from service in the first world war he was named assistant superintendent of the bureau of issue. When the policy issue and service department was created, he was named superintendent and in 1945 was appointed



W. M. Donohue



Henry Reichgott



H. W. Rothrock

manager. The following year he was named 2nd vice-president.

Mr. Rothrock joined Equitable in 1929 at Spokane. The following year he was transferred to the home office and in 1936 was appointed assistant supervisor of the policy issue and service department, becoming its manager in 1950. He is an army veteran of the last war.

Mr. Reichgott, an associate of the Society of Actuaries, began in insurance in actuarial and group departments of Travelers, later serving as vice-president of General American, in charge of group sales. In 1934 he joined Equitable as divisional group manager of the New York metropolitan department, and a year later was named director of group A. & H. In 1936 he was appointed group underwriter and his new post will be in charge of group underwriting.

E. C. Ebersol Is Raised by Central Standard Life

Eugene C. Ebersol has been advanced from special consultant in agency planning to vice-president of Central Standard Life. His major activity will continue to be recruiting and training.

Mr. Ebersol's entire business career has been in insurance, and he formerly was with Equitable Society and Lincoln National Life at Milwaukee. A leading figure in insurance organization affairs in that state, Mr. Ebersol is president of Wisconsin State Assn. of Life Underwriters, immediate past-president of the Milwaukee asso-



E. C. Ebersol



Doane Arnold

New England Mutual Makes Underwriting Dept. Changes

New England Mutual has appointed Doane Arnold 2nd vice-president and manager of the underwriting department. Mr. Arnold was formerly assistant secretary and manager of the department.

Entering the insurance business in 1927 as a special agent with the New Amsterdam Casualty company in Boston, Mr. Arnold joined New England Mutual's home office in 1930 as an underwriter. Appointed manager of the newly formed underwriting department in 1941, he was appointed assistant secretary in 1948. He has served on the executive council of the Home Office Life Underwriters Assn.

Further appointments in the underwriting department have also been announced. Robert S. Andrews and Frank W. French, Jr., are now underwriting supervisors. Ernest Y. Rowe has become assistant manager. New senior underwriters are Raymond W. Hillman and Malcolm V. Smith, while Roger L. Carpenter has been appointed assistant to the manager.

Atlas Life, S. D., Changes

Atlas Life of South Dakota has named Lawrence W. Eastman superintendent of agencies. He was formerly home

*the record
speaks for
itself*

During its 57 years of operation, Kansas City Life has paid more than \$238,000,000 to policy-owners and their beneficiaries.

Thus we measure our success by our record of service to the public.

**KANSAS CITY LIFE INSURANCE
COMPANY**

territory in 39 states and the District of Columbia



satisfying... to deliver are Pacific Mutual's complete personal protection plans. One reason—ACCIDENT & SICKNESS DISABILITY INCOME seals the sale.

**Pacific
Mutual**

LIFE INSURANCE COMPANY

HOME OFFICE—LOS ANGELES, CALIF.

Doing business only through General Agencies located in 41 states and the District of Columbia



ciation, and a director of A. & H. Underwriters Assn. of Milwaukee.

With its entry into Wisconsin, Central Standard is now operating in 24 states, the District of Columbia, and Hawaii. Mr. Ebersol will spend much of his time carrying out an agency expansion program in Wisconsin.

W. T. Carmody in New Post

W. T. Carmody, formerly agency vice-president of Bankers Union Life, has joined Security Life & Accident of Denver.

John Hancock Raises Two

The board of John Hancock has elected Thomas L. Chase an assistant treasurer and Asa F. Kinney an assistant secretary.

Mr. Chase, who has been with the city mortgage department for 22 years, has been field supervisor. Mr. Kinney joined the company in 1941 and at the time of his promotion was group administrative assistant on the staff of the vice-president in charge of group operations.

Home Life, Pa., Raises O'Hearn

Edward J. O'Hearn, district manager at Bethlehem, Pa., has been advanced to assistant agency secretary of Home Life of Philadelphia.

Mr. O'Hearn started with the company as an agent at Allentown, Pa., in 1931. Before going to Bethlehem in 1946 he served three years as manager at Lebanon, Pa.

Preferred Life of Dallas has appointed H. A. Armstrong manager of the claim department.

Life Agency Cashiers Assn. of the U. S. and Canada concluded its annual convention at Tampa, Fla. F. M. Korman, treasurer of American United Life, was principal speaker.

NEWS OF LIFE ASSOCIATIONS

TELLS ROLE OF INSTITUTE

St. Louis 50th Year Meet Hears Johnson

The role of the Institute of Life Insurance in "today's most competitive market—the struggle for the minds of men," was outlined by Holgar J. Johnson, president of the institute, at the golden anniversary meeting of St. Louis Assn. of Life Underwriters.

The gathering of 500 was the largest since the N.A.L.U. meeting in 1948. Many of the association's veteran members, including Walter Funk of General American Life, in the business for 61 years, and Arthur Potthoff, Jefferson Standard, who has a 53-year career, were honored.

Mr. Johnson declared that it is now an accepted premise of life insurance management that it must be alert to public reaction and adjust its operations to changing points of view. Production, sales, and service must be made subservient to what the public wants, he said.

It was pointed out that the institute is gaining favorable reaction for the life business by stressing the social aspects of life insurance. Its message is carried through programs on over 53 television and radio stations; news items and advertising in thousands of newspapers, and through every other medium of public information. Mr. Johnson also noted that 35,593 papers were prepared by the institute for addresses on life insurance.

He urged producers to stress the social importance of life insurance, rather than confining their approach to a strictly economic basis.

"Recognition that it is a citizen in

the community, with a broad range of citizenship responsibilities, has drawn the life business more closely into all community affairs," he said. The business-community relation is reflected in such fund drives as the community chest, Red Cross, hospitals, and the U.S.O.

Mr. Johnson concluded that this new spirit of social consciousness offers special promise for the future, and indicates a mutuality of interest and responsibility between the business and the community not evident 25 years ago.

Schedule Missouri Congress

Missouri Assn. of Life Underwriters has scheduled its annual sales congress for Nov. 7-8 at Columbia.

Speakers and their topics will be James E. Krause, assistant manager of Metropolitan at Cincinnati, "Why Life Insurance"; A. Jack Nussbaum, Massachusetts Mutual, Milwaukee, "Something Pertaining to Business Life Insurance"; William E. North, manager of New York Life at Chicago, "The Road Ahead"; and Francis L. Merritt, vice-president of Central Life of Iowa, "Fourteen Ways to Double Your Production."

Osler Hits Social Insurance

The best attack against the government's social insurance program is the selling of life insurance so widely that the majority of the public would feel no need for "security" in the sense in which social security is supposed to supply it, R. W. Osler, vice-president of Rough Notes, asserted at a meeting of Muncie (Ind.) Assn. of Life Underwriters.

Regardless of the election outcome, Mr. Osler said that social security will be one of the first things the new Congress will concern itself with. "We can expect to see every pressure exerted not only to extend the coverages to farmers and professional men, but also to increase benefits still more," he said. He concluded that the political level is not the proper one to fight social insurance, preferring an attack at the level of the public against the trend toward social insurance.

Mark Detroit Anniversary

Detroit Life Underwriters Assn. marked its 66th anniversary at a breakfast meeting addressed by Lester O. Schriver, general agent for Aetna Life at Peoria, Ill. Mr. Schriver discussed "What Does Democracy Face?" All living past presidents were honored.

N. Y. Bulletin Makes Hit

Andrew F. Kinbacher, New England Mutual, has been getting compliments on the improvements he has effected in the New York City Life Underwriters Assn's Bulletin. Mr. Kinbacher has added a board of nine associate editors, each of whom is responsible for writing or obtaining an article in his special field. There are also group editors representing units such as the C.L.U. chapter and the like. Mr. Kinbacher is no amateur in publication work, having been on the staff of the Troy (N. Y.) Times-Record before going into life insurance.

Hear Educator at S. F.

The responsibility of the life agent was described at a breakfast meeting of San Francisco Assn. of Life Underwriters by Rev. H. J. Hauck, president of University of Santa Clara. Before the featured address, G. Cameron Hurst, Jr., assistant manager of New York Life, immediate past-president of San Francisco C.L.U. chapter, awarded designations to new qualifiers.

Father Hauck emphasized the importance of insurance to the welfare of the nation as well as the individual. Because life insurance releases man of the in-

determinate qualities of the future, it permits him to make greater contributions to society and better develop his real abilities and talents, Father Hauck said. He also discussed the greater independence enjoyed by the country because of the investing powers of life companies.

Arrangements are now complete for a seminar to be held Nov. 20 on all phases of life insurance selling. It will be conducted by Ralph G. Engelsman, former Penn Mutual general agent at New York City, now a personal producer and sales consultant.

Austin, Tex.—Harry Griffiths, Austin general agent for American National, spoke on the service of a life insurance policy. He reviewed as part of his sales technique various instances when his personal life insurance either helped to avert serious financial loss or enabled him and his family to advance their material position. Mr. Griffith also paid tribute to the work of the combination agents.

Hutchinson, Kan.—The board has appointed Ernest E. Wolslagel, Equitable of Iowa, president to succeed Ed Vickers of Metropolitan, who was transferred to Wichita. Mr. Wolslagel was formerly vice-president. John V. Coe of Massachusetts Mutual at Wichita, discussed "Your Money Is What You Make It" at the September dinner meeting.

Madison, Wis.—Warren Woody, manager for Equitable Society at Chicago, spoke at the October luncheon honoring Moses Smith district manager for the company, who recently completed 30 years in the business.

Tarentum, Pa.—Rev. Edward Botchier of New Kensington, addressed the Alle-Kiski association.

Newark—Benjamin N. Woodson, managing director of the National association, addressed the October meeting of the Northern New Jersey association. The membership drive has a goal of 500.

Boston Mutual Life Insurance Company
61ST YEAR OF SERVICE

Eligible For Life Insurance Company Investment Under the Laws of the State of Texas

BROADWAY PLAN BONDS
SAFE SOUND
5% INTEREST
PAYABLE SEMIANNUALLY
16 YEARS EXPERIENCE
OVER 300 CHURCHES
NEVER A DEFAULT
HELP BUILD Churches NOW
BROADWAY PLAN
619 San Jacinto Bldg.
HOUSTON, TEXAS

Complete personal insurance service!

- ☒ Life
- ☒ Health
- ☒ Accident
- ☒ Hospitalization
- ☒ Medical and Surgical Reimbursement
- ☒ Group
- ☒ Salary Savings
- ☒ Franchise
- ☒ Wholesale
- ☒ Brokerage
- ☒ Reinsurance

Registered Life Protection

Republic National Life Insurance Company
Theo. P. Beasley, President Home Office: Dallas

Life insurance in force exceeds \$400,000,000.00

October 24, 1932

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Denver—Frank Mozley, Beneficial Life, Salt Lake City, reviewed his 50 years in the business in a talk on "Something from Nothing." Walter Winnie, retired general agent for Connecticut Mutual, received the J. Stanley Edwards Award for Public Service and advancement of life insurance.

Washington, D. C.—Joseph A. Marr, general agent of Penn Mutual, was announced as the 1951 winner of the Bernard L. Wilner memorial award at the first monthly luncheon meeting of the District of Columbia association. He was confined to a hospital at the time of the announcement, which was made by W. Elwood Baker, chairman of the award committee.

President Joseph Baldwin reported that the association has 469 members, 21 received certificates for successful completion of parts I and II of the L.U.T.C. course and examinations, and 133 enrolled for the new course. Lawrence Choate presented C.L.U. diplomas to 15 agents.

Grant L. Hill, vice-president and director of agencies of Northwestern Mutual, spoke on "More Frosting on Your Cake."

Buffalo—James J. McCann, Jr., of Home Life at New York City, spoke on "Selling the Man Who Is Going to Live." The Harvest Moon dance will be held Nov. 1.

Marion, Ind.—Horace Storer, general agent for Bankers Life of Iowa at Indianapolis, spoke on "Policyholder Service."

Columbus, Ind.—Hastings A. Smith, general agent for New England Mutual at Indianapolis, president of the Indiana association, spoke at a meeting of the Tri-County association.

Oakland, Cal.—Charles M. Furlow of Golden State Mutual has been appointed an L.U.T.C. instructor for the Alameda county association.

Michigan City, Ind.—Hastings A. Smith, president of the Indiana association, spoke before the LaPorte county association on "Activities."

Richmond—Diplomas marking the successful completion of a two-year L.U.T.C. course were presented to 14 members. The course is given at Richmond Professional Institute, branch of the College of William & Mary. Instructors are Bernard Haught and James Hawkins.

Dodge City, Kan.—The Southwest Kansas association heard Walter Bowers, Business Men's Assurance, Wichita, talk on "Four Ways to Fortune."

Wichita—Charles J. King, Mutual Benefit Life, Kansas City, addressed a luncheon meeting attended by 135 members.

Topeka—Herbert Langsdorf, Jr., supervisor of the Miller agency of New England Mutual Life, is teaching the L.U.T.C. advanced underwriting class.

Salina, Kan.—Twenty members were awarded certificates on completing the first year of the L.U.T.C. course. Mary L. Rodenberger was instructor, and Robert W. Ellis, chairman.

Oklahoma City—An attendance of 95 heard Kenneth Hamer, vice-president and agency director of Pan-American Life, describe the three essentials to insure a good life insurance selling job as positive thinking, hard work and enthusiastic understanding.

New York City (Bronx branch)—Gerard B. Tracy, manager, Prudential, New York City, spoke on "Enthusiastic Selling." Joseph J. Gleason was installed as president and talked on plans for the branch for the coming year.

Lutheran Mutual Ends Meet

Lutheran Mutual Life has concluded a three-day seminar for 49 general agents at the home office at Waverly, Ia. Burkett Huey of L.I.A.M.A. was guest speaker.

Other talks were given by Walter G. Voeks, president; W. A. Voigts, director of agencies; Walter G. Ehlert, assistant director of agencies; Ben G. Marten, general agent at Manson, Ia., and Harry W. Shields, general agent at Milwaukee.

37 Join Insurance Fund

Thirty-seven insurance companies have subscribed to the Assn. of Better Business Bureaus insurance fund. The goal of the fund is \$200,000.

American Republic of Des Moines which writes A. & H. and life, has entered Oregon.

State Farm Companies Hold Procedure Meet

Sixty-three agents from Colorado and Wyoming attended a two-day meeting on life insurance field underwriting at Denver, held by the State Farm companies. L. H. Niel, chief underwriter for the western group home office, conducted the sessions.

Prudential Ends Regionals, Managers to Meet

Prudential has concluded a week of regional gatherings for 650 ordinary and district agents at Houston. Talks were given by Charles Fleetwood, vice-president in charge of the southwestern home office, and Harold Stewart, executive vice-president, and Ardell T. Everett, 2nd vice-president of the A. & H. department, both of Newark. Top officials of the Prudential's district agencies department will be hosts to 34 of its leading district managers and staff managers at the Newark home

office next week. As an advisory committee the visiting field men will discuss current practices and suggest and consider changes affecting future district agencies operations.

James E. Rutherford, vice-president in charge of the district agencies department, will preside at the meetings.

American H. & L. Meeting

A district managers meeting was held by American Hospital & Life at which company policy was reviewed and plans for the future discussed. President S. E. McCreless spoke on "The President Looks Ahead."

Company officials attending the meeting were Wallace Cantwell, A. & H. vice-president; H. C. Christopher, agency vice-president; W. W. Jackson, administrative vice-president; J. J. Conner, secretary; R. W. Brown, agency superintendent; W. C. Murphy, vice-president, and W. P. Hinch, actuary.

Gulf Life Ends Conference

There were 50 Gulf Life producers on hand for the annual ordinary depart-

ment sales conference at Tampa, Fla. Talks were given by E. L. Phillips, Jr., president; W. J. Hamrick, agency vice-president; M. S. Niehaus, vice-president and secretary, and J. E. Hyman, actuary.

Policyholders Fail to Request Removal of Air Restrictions

Following the end of the second world war in 1945, most companies removed the war and aviation clauses from their policies. It has been observed, though, that not all companies removed the aviation provisions of these clauses. As a consequence, there are many policyholders who are not now insured against death as a result of aviation other than as fare-paying passengers on specified types of flights. Some companies have notified their policyholders that the aviation restriction in their policies could be removed upon application, but most policyholders who received such notices did not apply for the removal of the aviation clause. In other words, the action taken by companies following this procedure was not positive but was, instead, left to the initiative of the policyholder.

"Prudential's LIFE DEPARTMENT plan makes LIFE selling easier for me"



Morton Lachs (left) of Sternback & Lachs, Rockaway Park, New York, presents a Life plan to one of his clients with the help of a Prudential Life Specialist.

"I'm a general insurance man. I used to sell very little life insurance. But now whenever I get a chance to sell LIFE to a regular client, I first make an appointment. Then I phone my Prudential Agency. Their Life specialist makes the sales call with me as my LIFE DEPARTMENT. I get all the commissions."

It's as easy as that. Let Prudential serve as your LIFE DEPARTMENT. We'll make it easy for you to sell Life along with your regular business.

For details about Prudential's LIFE DEPARTMENT plan, call your nearest Prudential Ordinary Agency or . . .

MAIL THIS COUPON ▶

THE PRUDENTIAL
INSURANCE COMPANY OF AMERICA

A mutual life insurance company

Home Office: Newark, N. J.
Canadian Head Office,
Toronto, Ont.



Southwestern Home Office,
Houston, Texas
Western Home Office,
Los Angeles, Calif.

To: BROKERAGE SERVICE
The Prudential, Newark, N. J.

I want to know more about Prudential's LIFE DEPARTMENT plan and how it will make LIFE sales easier for me.

NAME

ADDRESS

PHONE

LIFE AGENCY CHANGES

Mehrbach Made N.E. Chief for Franklin

Albert Mehrbach, Jr., has been named resident vice-president in New England for Franklin Life. He will have charge of agency development activity, with headquarters at Boston.

Mr. Mehrbach started at the Prudential home office in 1927 as an actuarial clerk. In 1937 he was transferred to the New York downtown agency where he was in charge of underwriting and handled brokerage. He spent three years as life insurance manager of a general brokerage firm at Newark, returning to Prudential in 1947 as an agent. In 1948 he was promoted to assistant manager and this month was slated to have opened the new Prudential brokerage agency at Newark as manager.



A. Mehrbach, Jr.

manager who has retired after a 38-year association with the company.

Charles J. Kunsch has been promoted to regional supervisor in the Ohio regional office. He will assist M. Rowland Rutherford, director of agencies.

Mr. Vonk joined Prudential in 1939 as an agent at Washington, D. C. Subsequently, he was promoted to staff manager and, in 1950, he was assigned to the home office post which he now leaves.

For the past two years Mr. Badgley has been a regional supervisor in the New England regional headquarters at Boston. Prior to that time he was an assistant regional manager in the New York home office. He joined the company in 1933.

Mr. Kunsch joined the company as an agent at Cleveland in 1947. He was transferred to the home office in 1951 to assist in the training program for field personnel and has been active in that capacity until his present appointment.

Crohn, Sherman Appointed General Agents at N. Y. C.

Frank T. Crohn and Otto M. Sherman have been appointed general agents of



O. M. Sherman



F. T. Crohn

United States Life at New York City

and will operate as the Constitution Agency.

Mr. Crohn started with Equitable Society as an agent, becoming assistant manager in 1949. He is a C.L.U.

Mr. Sherman practiced law from 1932 to 1944 when he went with the office of price administration. He returned to his law practice in 1945 and in 1949 joined the same agency as Mr. Crohn and was promoted to assistant manager in 1951.

Northwestern Mutual Life Promotes Kerns and Young

John S. Kerns, Salt Lake City, has been appointed as general agent for Northwestern Mutual Life at Sacra-



S. C. Young



John S. Kerns

mento, Cal., and Sherman C. Young has been promoted to head the Salt Lake City agency. Mr. Kerns succeeds Falconer Thomas, who relinquished his management duties to devote his entire time to personal production.

Mr. Kerns became a special agent of Northwestern Mutual in 1934 at Pittsburg, Kan., and was made district agent the following year. Since 1946 he has been general agent at Salt Lake City. Prominent in various organizations, Mr. Kerns has held many positions in insurance and civic associations of Kansas and Salt Lake City.

Mr. Young graduated from University of Utah and also studied law there and at George Washington University. For nine years he was with the F.B.I. Upon returning to Salt Lake City, he was in property management work before joining Northwestern Mutual in the Kerns agency in 1948.

Jefferson National Names Brown General Agent

Homer M. Brown has been appointed as general agent for Jefferson National Life, Indianapolis. He will supervise sales and service in six Ohio counties.

Previous to his new appointment, Mr. Brown had been associated with New England Mutual since 1947. Prior to that he was for 12 years sales correspondent with the Detroit Steel Corp.

Acacia Appoints Clapper

Acacia Mutual Life has named Orville A. Clapper associate manager of the Vollmers agency at Chicago. He was formerly supervisor there for Fidelity Mutual Life. Mr. Clapper entered the business in 1946.

Searle Named Manager

W. E. Searle, Wyoming state director for the State Farm companies, is now manager and secretary of Colorado State Farm Agency, Inc., which supervises Colorado and Wyoming.

Lowery Houston Manager

Republic National Life has appointed Art Lowery manager at Houston to succeed M. John Brand. Mr. Lowery was formerly an instructor in the agency training school. He entered the business with John Hancock in 1941, and later became southwestern regional supervisor and then district manager at Beaumont.

Barton Regional Manager

Theodore S. Barton has been appointed regional manager for southern New

Hampshire and Vermont for Columbian National.

Mr. Barton started in life insurance with Penn Mutual while an undergraduate at University of New Hampshire. Later he became home office representative and state sales manager for the

WANT ADS

Rates \$13 per inch per insertion — 1 inch minimum. Limit—40 words per inch. Deadline Tuesday morning in Chicago office — 175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER
Life Insurance Edition

ASSISTANT ACTUARY

An Associate of the Society of Actuaries or at least 5 exams . . . preferably under 35.

To join a company that —

● is just the "right" age — old enough to be well established and young enough to be expanding rapidly.

● is just the "right" size — large enough to offer you room to develop, yet small enough to give you well-rounded experience in pensions and life insurance.

● has a tradition of developing new ideas.

Reply to N-58, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

Progressive Insurance Company writing all modern up to date forms of Life, Annuity, Health, Accident and Sub-standard Insurance. Interested negotiating for manager of any State, Territory or Nation that we are not operating in at present. Will give financial assistance for developing territory. Write or wire A. M. Miller, President.

North America Insurance Company
1800 Block Southmore Boulevard
Cable Address: NAMCO
Houston 4, Texas

DISTRICT AGENT FOR MINNESOTA

Old Established Mid-Western Insurance Company with an enviable reputation for agency and Policyholder service for 50 years has an opportunity for a man EXPERIENCED IN SELLING LIFE, HEALTH AND ACCIDENT AND HOSPITALIZATION INSURANCE. Must be an aggressive salesman able to manage own business and train others successfully. Top writing and renewal commissions plus monthly bonus and sales aids to the right man. Give experience, age and number of counties desired in request for appointment.

FIDELITY HEALTH AND ACCIDENT
MUTUAL INSURANCE COMPANY
Fidelity Building
Benton Harbor, Michigan

SPECIAL ANNOUNCEMENT TO BROKERS

Our Company has just made available to Officers of the Armed Forces a Special low cost plan with world wide coverage — most Officers are eligible for \$10,000—no war clause, no medical, limited amounts considered on aviators. Address N-70, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

WANTED BROKERS

To write our Special Policy on Military Officers. Minimum \$5,000—Maximum \$10,000. No war clause—world wide aviation coverage—no extra premium for pilots. Address N-71, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

BROKERAGE MANAGER

for Detroit. Will promote right person on salary plus overwriting commissions. Income from personal production encouraged. Excellent Company. Replies confidential. Our associates know of this ad. Write N-73, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

Reinsurance

Employers service is complete as to each Accident and Health line wherein Reinsurance is practiced or required. Constant research and analysis keep it up to the current hour. We invite your inquiry

Employers Reinsurance Corporation

KANSAS CITY

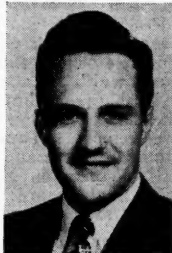
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

Grange companies. He has most recently been active with United Life & Accident.

Connecticut Mutual Names Brunner at Springfield

Wallace C. Brunner has been appointed general agent of Connecticut Mutual at Springfield, Mass.

Mr. Brunner joined the company in 1946 as an agent at Pittsburgh, later advancing to supervisor, supervisor-brokerage manager and then to assistant general agent there. In 1951 he was presented the top award given to the leading supervisor in the company and for the past four years has qualified for the Dependables, the company honor organization. He is an air force veteran.



W. C. Brunner

K. C. Life Names Johnson Omaha General Agent

Kansas City Life has named B. Melvin Johnson general agent at Omaha. He was formerly district manager for Connecticut Mutual at Lincoln. Mr. Johnson entered the business with Prudential in 1945. He is an army veteran.

POLICIES

Lincoln National Adds Three New Policy Plans

Lincoln National has announced three new policies to its agents—the junior estate builder; double protection to age 65; and modified 5 ordinary life.

The estate builder policy is issued for ages less than 6 months up to 14 years, is sold in units of \$1,000 and features an automatic increase in coverage to 5 times the amount written when the insured reaches age 21. In form it is a juvenile participating life paid up at age 65, with emphasis placed on early high cash values and savings features. Example: level annual premium for minimum unit of \$1,000 at age one is \$45.88.

The double protection policy is a level premium, non-participating ordinary life with minimum issued \$2,500. Up to age 65, the plan provides double the amount written; after 65 the face amount. It is issued at ages 10 to 60. Annual premium for a man age 25 is \$34.84.

The modified 5 is identical with the double protection plan in type of policy, minimum amount, age limits and premium paying period. It differs in that the premium during the first five years is half that of the 6th and subsequent years, also only the face amount is paid at any time. Premium first five years for a man age 25 is \$8.81 per \$1,000; after five years—\$17.62.

Mutual Trust Reenters Disability Income Field

Mutual Trust Life of Chicago has reentered the field of disability income insurance. Briefly, coverage will be provided in the event of total and permanent disability prior to age 55, waiver of premiums plus an income of \$10 per \$1,000 of face amount of policy. If disability continues to age 65, the policy will mature as an endowment for the face amount.

The company will hold a series of agency meetings in connection with the introduction of and training for the sale of the coverage.

Progress Reported at Health Council Meeting

Developments in improving relations with doctors and hospitals were reviewed at a meeting of Health Insurance Council at New York last week. Marked progress in these fields has been made, it was reported.

Charles Siegfried, Metropolitan Life, hospital insurance committee chairman, said that more than 30 hospital admission plans had been developed throughout the country. J. W. Scherr, Jr., Inter-Ocean, head of the information and publications committee, said that plans are under way to develop a handbook for A. & H. insurance, and it may be ready for publication next year. Other reports were given by Wendell Miliman, New York Life, on state prepaid plans; Robert Neal, North American Accident, on medical liaison, and John Miller, Monarch Life, A. & H. insurance coverage survey.

Psychology Talk in N. H.

Prof. L. A. Baker of University of New Hampshire spoke on "Psychology of Selling" at a meeting of the New Hampshire A. & H. Underwriters

Assn. at Concord. There were 31 at the meeting with Albert Edgerly of Laconia presiding.

The association will hold its next meeting at Portsmouth Jan. 12.

Program Set for Nov. Sales Congress at Los Angeles

Los Angeles A. & H. Managers Club and A. & H. Underwriters Club of Los Angeles have announced the program for the sales congress they jointly are presenting Nov. 19.

Speakers scheduled for the event include: William Coursey, managing director of International Assn. of A. & H. Underwriters; Raymond R. Ross, director of agencies of Equitable Life & Casualty of Salt Lake City, on "Our Challenge"; John Langstein, Washington National, San Francisco, "Enthusiasm in Selling," and C. C. Mullen, C. C. Mullen & Associates, Los Angeles, on "Have You Sales Personality?"

This will be the first sales congress to be conducted by the local associations since 1933.

Licensed in Canal Zone

Mutual Benefit H. & A. and United

Benefit Life have been licensed in the Canal Zone and have appointed Col. Andrew M. Wright as general manager for both companies, with headquarters at Ancon.

Open Chicago Season

A talk about construction of a mechanical heart featured the first meeting in the 1952-1953 season of Chicago A. & H. Assn. Speaker was Oliver Maesch, a mechanical engineer whose firm has built a number of precision pumps. Earl Montgomery of Moore, Case, Lyman & Hubbard, the new association president, presided. The speaker was introduced by Robert Keeley, Monarch Life.

Conference Directory Mailed

The 1952-53 edition of H. & A. Underwriters Conference directory has been distributed to member companies.

The directory includes the listing of conference member companies, officers and executive staff members, as well as an outline of the various activities and services of the conference, types of coverage written and states in which members are licensed to operate, company membership by states, new committee personnel and a brief summary of committee functions, the constitution and by-laws and a calendar listing dates of conference meetings for the coming year.

Total membership of the conference

It Adds Up - -

A complete line of
saleable life plans

+

A good agency contract

=

Successful selling



This formula plays a vital part in the successful sales efforts of the Provident Life Producer from his first day with the company.

Most of his sales plans are already programmed in a clearly presented package—each designed to meet a specific need. This requires less time preparing material for an interview, leaving him more hours to be spent in actual selling.

His agency contract turns these sales into well rewarding financial compensation which includes a liberal scale of first year commissions, nine renewals, service fees, a persistency bonus, group insurance and a non-contributory pension plan.



PROVIDENT LIFE & ACCIDENT INSURANCE COMPANY

CHATTANOOGA

1887... 65th Year... 1952

is 184 company members and 10 associate members. A break-down by company reveals that 108 members, are life companies, 39 A. & H. only companies, 19 stock casualty companies, 14 mutual casualty companies, 3 fraternal and 1 reciprocal.

Reports International Plans

The executive committee of Texas Assn. of A. & H. Underwriters Oct. 18, at Austin elected Frank N. Gordon, Houston, a director to fill the vacancy created by the resignation of C. E. Collins, Mutual Benefit H. & A., Wichita Falls.

O. D. Harlan, San Antonio, regional director for the International association, reported on the meeting of the International directors and officers at Chicago earlier in the month.

Mr. Harlan stated that the membership of the International association is now 4,302 of which the Texas association has 475.

He also spoke of the plans for a survey as to commissions to be made under

the direction of Robert Costigan, Business Men's Assurance, Kansas City, and the plan to raise dues to the International from \$3 to \$5 per member.

Urges Professional Approach

J. N. Sokohl, Philadelphia general agent of Washington National, urged a professional approach in the sale of A. & H. insurance at the October meeting of A. & H. Assn. of Philadelphia. With most producers, A. & H. is a sideline business, but Mr. Sokohl said that agents should set a high standard in marketing it.

Atlantic Actuaries Gather

The fall meeting of the Middle Atlantic Actuarial Club at Richmond featured talks by T. Coleman Andrews, consulting actuary at Richmond; Edward J. Mullen of VA, and Robert J. Myers of the social security administration, both of Washington, D. C. George E. Immerwahr of Monumental Life presided.

Sales Ideas That Work

Stress Guaranteed Loan Power, Woodson Advises

NEW YORK — The guaranteed borrowing power of life insurance is something that life agents could well stress more than they do, B. N. Woodson, managing director of National Assn. of Life Underwriters, told the Brooklyn branch of the New York City Life Underwriters Assn.

Whether he is rich or poor, there comes a time in nearly every man's life when he urgently needs some money in a hurry. Even the well-heeled individual may find himself short on liquid assets. He can sell his New York Central stock, for example, but he doesn't want to and what he can get on a loan from a bank is at best about half its market value.

Contrast in Demeanor

Mr. Woodson contrasted the humble, hopeful, deferential demeanor of the borrower trying to make a loan on his stock with that of the man who has life insurance cash value as collateral, who looks the bank loan man straight in the eye and tells him here is a loan he can make unless he wants it to go to the competing bank across the street.

Mr. Woodson devoted most of his talk to how to overcome the lack of a feeling of urgency about buying additional life insurance. Asking how many of those present intended to buy more life insurance before they died, Mr. Woodson got a show of hands indicating that nearly everybody meant to buy more. Then he asked, "How many of you would like to do something about it this afternoon?" He got a lot of laughs but no raised hands.

Must Sell Hard

"Men put life insurance at the bottom of their shopping list," he said, "and that means that life insurance must be sold and sold hard."

Arranging automatic premium loan provisions, beneficiary changes, repayment of policy loans, and the like are all valuable and needed services, but the biggest service of all, said Mr. Woodson, is selling the coverage to the man who needs it and doing it before he becomes uninsurable or dies uninsured.

Men must be made to do something about buying life insurance because they don't buy even though they know they need protection, can pay for it, and intend to buy, he said.

DEFERRED BENEFIT

This is because life insurance is an immediate sacrifice for the sake of a long-deferred benefit. With everything else a person buys, gratification comes before payment: a suit, automobile, or refrigerator, for example, can be pretty well used up before it is completely paid for, Mr. Woodson pointed out.

There is one immediate benefit, however, and that is the peace of mind that comes to the buyer from making and following through on a right decision that he has resisted for a long time.

Mr. Woodson advised using the pressure of an idea rather than what is generally referred to as high-pressure selling. To the obdurate prospect he suggested saying something like this:

Why Not Now?

"Now that you know how bad your life insurance situation is you won't be able to get to sleep because you realize what a mess your family would be in if your eyes closed and never opened again and finally at 2 a.m. you call me up and want to know if this can be put in force over the phone or if I have to come over there, and I have to come

over, and I ask you why didn't we do this at 4 o'clock this afternoon — so why don't we?"

People resist buying because they feel the hazards they are insuring against are remote. These hazards are premature old-age and premature death. In this connection Mr. Woodson quoted from Shakespeare: "All men see all men mortal save themselves."

Covers House, Automobile

A man wouldn't think of buying a house without being sure it was insured against fire nor would he drive an automobile without making sure he was covered for liability, but he is quite unconcerned about coverage on his life. Mr. Woodson said the agent's job is to instill the necessary sense of urgency, even if he has to scare the prospect to death when other methods fail.

"There are various ways to worry him but the best is the automobile," he said. "Automobiles kill about 100 persons a day. Everybody is afraid of those four wheels."

"Suppose you have one of those funerals where they don't raise the lid of the casket," Mr. Woodson suggested, saying: "Your prospect will know what you mean — that it's because the star performer isn't fit to be exhibited."

POWER OF INERTIA

The third main reason why people don't buy when they know they need coverage is sheer inertia, said the speaker. No agent will succeed to the full extent of his capacity until he learns how to get inertia working for him instead of against him. Inertia, he pointed out, is not only the tendency of a body to remain at rest but also it is a tendency to continue moving in the same direction unless slowed down or diverted from its course. Using the force of inertia, the agent frames his statements and questions so that the prospect's inertia carries him into the sale instead of away from it.

For example, the agent may ask, "Whom do you usually name as beneficiary?" This is the old "implied consent" technique and by using the word "usually" the prospect is made to feel that this is not a once-in-a-lifetime matter but more or less an everyday occurrence.

Mr. Woodson emphasized that he does not believe in over-selling, "but I doubt if any of us are good enough to sell him more than he should have."

Underselling to Blame

When a policy lapses, he said, it is not because of over-selling but more likely because of under-selling — the agent didn't sell the prospect hard enough so that when the temptation to lapse came around he remembered why he bought the life insurance in the first place.

Showing how pressure of ideas works, Mr. Woodson got a hypothetical prospect to admit that his family could not possibly get along without him on an income of less than \$275 a month. But with social security and existing life insurance they only have \$195, so there is clearly a need for another \$80 a month. Could the prospect come up with \$20,000 or \$25,000 to produce the necessary \$1,000 a year income?

"I happen to sell a particular kind of property that will fill in the gap," Mr. Woodson advised saying. "You give me \$8 a month and your family will have the \$80 a month that they need." This may cause the prospect to squirm but the agent tells him that he has the

Let's talk

STIMULATES SALES TO SELECT CLIENTELE

American National salesmen are praising R & R's TD 5515 booklet (for the prospect) as an excellent "key to open the door to select prospects." With it W. T. Spencer made 3 sales for \$60,000, earned \$1,000; Ren Blackinton earned \$4,500 on 2 sales totalling \$100,000. Totals of 1st report: 43 apps, \$352,009 volume; \$10,213 commissions, with enthusiastic comment that "Future results will be greater."

The TD 5515 booklet is endorsed by both agent AND prospect! 50 copies, only \$7.50 postpaid.



THE INSURANCE RESEARCH & REVIEW SERVICE

Hilbert Rust, C.L.U., President

INDIANAPOLIS

Assets over \$47,000,000 • Insurance in Force over \$215,000,000

HELP

Do You Need It?

Do You Want It?

Do You Want To Increase Your Sales?

Do You Want To Increase Your Income?

We can help—let's talk it over. A few openings for General Agents. Write, wire, or phone.

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choice of cutting his own substantial income by \$8 a month or his family's minimum income by \$80 a month.

If the prospect still insists that he can't afford the extra \$8 a month then the agent goes on to try to find ways that the family can live on \$195 a month. However, most of these are small change. The boy who was going to be a doctor can go to veterinarian school instead and "people will still call him 'Doc.'" The girl can go to Woolworth's instead of Wellesley. "She will get an education, but of a different kind."

JUST DISCLOSED IT

"You're making me miserable," the prospect tells the agent, but the agent answers, "You're saying 'this louse is making me unhappy' but I didn't do it, I just uncovered it. Suppose the doctor told you your blood pressure was 220/110 you wouldn't be angry at the doctor. I've just uncovered your financial blood pressure."

"You think I've put pressure on you but I didn't. The good Lord put the pressure there when you got married and He gave you those two wonderful kids. I didn't put the pressure on you but for \$8 a month I can take it off you."

Mr. Woodson also gave the Brooklyn members a few of what he called "gadget" ideas. One of these is to deliver a policy for twice the amount that the buyer had intended to take but with the premium on the semi-annual rather than the annual basis. The agent leads into this delivery by saying, "Wouldn't it be wonderful if you could have a policy for \$10,000 instead of \$5,000 to provide the additional coverage you need in case you shouldn't be here or should be uninsurable?"

"Well, it just so happens that..." At this point the agent pulls out the policy. Many a \$1,000 policy has been boosted to \$2,000 by this means, and \$5,000 policies raised to \$10,000, said Mr. Woodson.

Make It an Even Amount

Another gadget is to suggest to the prospect that he make it for an even amount. "You can stand a \$100 premium just as well as \$87.13, can't you?" the agent asks.

"Yes, it's a lousy argument but it works," said Mr. Woodson. "You can add quite a bit to your sales if you just push the premium up to the next even amount. It might pay for your next vacation."

A third gadget is to "convert the proposed annual premium you're not going to get" to a monthly basis. For example, if \$150 a year looks too steep, the agent can say "but you can save \$15 a month, can't you?" A lot of people, Mr. Woodson observed, will unconsciously accept one-tenth of the annual figure as being the correct monthly premium whereas actually it amounts to an increase of 20%.

"This gadget may buy you a new suit or a vacation," he remarked.

Mr. Woodson was introduced by E. C. Dohse, Prudential, educational vice-president of the Brooklyn branch.

Mrs. Sophie Lubroth, Mutual Trust Life, branch president, gave a talk on the branch's plan for the year. Edward Rosenbaum, Mutual Benefit Life, presented diplomas and certificates to those taking the L.U.T.C. course. Mr. Woodson presented to Irving Bober, New England Mutual, a five-year L.U.T.C. teaching certificate. Only three persons in the United States are entitled to such certificates.

FRATERNALS

Barnhart Succeeds Hough with Fidelity Life Assn.

Lyle H. Barnhart, assistant secretary and actuary of Fidelity Life Assn., has been named secretary by the board to succeed Frank W. Hough, who has retired after 25 years in that position.



L. H. Barnhart

Mr. Barnhart first became associated with Fidelity in 1945. Previous to service in the last war, he was with the Illinois department as actuarial examiner. He will continue to serve as actuary of the association.

The retiring secretary had been in life insurance work since 1905. Mr. Hough was appointed assistant to Fidelity's president in 1918 and in 1927 was named secretary.

New M.W.A. State Chiefs

D. W. MacMeekin has resigned as Wisconsin state manager of Modern Woodmen of America to give full time to his duties as a director of the society. The Wisconsin field has been divided, J. W. Arndt being transferred from Colorado state manager to eastern Wisconsin and William Husted placed in charge of western Wisconsin with headquarters at Marshfield.

Other newly appointed state managers are H. Michael Reed, West Hartford, for Connecticut and Rhode Island; Bert N. Pooley, Macon, Ga.; William H. Martin, Tallahassee, Fla.; and Don MacMeekin, Oakland, for northern California.

Ohio Congress at Akron

Ohio Fraternal Congress will open its annual session at Akron Oct. 27.

Wolff Elected President of Postal Life General Agents

Alvin Wolff, general agent for Postal Life at New York City, was elected president of the company's General Agents Assn. during the annual meeting at the home office. He succeeds James H. Hamill, Rochester, N. Y. Other officers are Milton Altschul, New York City, vice-president; Edwin Fey, Syracuse, treasurer, and George Greenberg, New Haven, secretary.

Seese to Address Buyers

Edward R. Seese, regional manager of Metropolitan Life at Chicago, is scheduled to give a talk on "Continuation of Employee Insurance After Retirement" at the session Nov. 14 at the Drake hotel, Chicago, of the insurance division of American Management Assn.

Tells Health Council Plans

George E. Martel, research analyst of Bureau of A. & H. Underwriters, at the fall meeting of A. & H. Club of New York, explained the functions and activities of Health Insurance Council.

He said that among the projects under consideration by the council are the

preparation of a fact book on A. & H. insurance; better distribution of the annual survey of A. & H. coverage; an exhibit of health insurance coverages to be made available at meetings of medical groups, and dissemination of statistics on payments by insurance companies for physicians' services under group and individual policies, blanket accident expense, personal accident, polio, automobile liability and workmen's compensation.

Texas Life Convention Ends Two-Day Meeting at Dallas

The Texas Life Convention has concluded two days of senior, associate and agency section meetings at Dallas.

S. J. Hay, president of Great National Life; Watrous H. Irons, vice-president of the Federal Reserve Bank of Dallas, and Travis T. Wallace, president of the convention and Great American Reserve, spoke at the senior section meeting on the second day. R. F. Woods, assistant vice-president of Great American Reserve, and Ellis M. Sowell of Texas Christian University addressed the associate session.

The agency section heard from Bryce McEuen, senior consultant of L.I.A.M.A.; C. J. Skelton, vice-president and director of agencies of Republic National Life, and R. P. Baxter, vice-

president and superintendent of agencies of Rio Grande National Life. Managers who spoke at the session were Edward E. Sammons of United Fidelity, Dallas, and R. B. Shields of Great National, Dallas.

Bass Discusses Estates

Harper Bass, Massachusetts Mutual Life, educational chairman of the San Antonio C. L. U. chapter, spoke on estate planning at the chapter's first fall meeting. Warren G. Hewitt, chapter president, presented the year's outline of programs on estate planning.

Mr. Bass defined the function of the life insurance agent as the discovery of the estate problem, properly presenting it to the client, obtaining cooperation of any consultants needed, and following through to see that the plan is made effective. He emphasized the importance of cooperation with the client's attorney when there is need for a buy and sell agreement or other documents.

Leon Gilbert Simon, New York City, is giving a course on corporation insurance Oct. 30-Nov. 1 at University of Tennessee.

Bankers H. & L. has opened agencies at 784 Park street, and 1241 Spring street, Atlanta.

The Centennial has built-in sales magic

The ready acceptance of the Berkshire "Centennial" Accident & Health policy — for business and professional men — is the result of building into an A & H policy unique features which make it exceptionally attractive and saleable. Agents handling this quick-selling select risk policy have almost an 'exclusive'... very few companies have anything to match it. Compare the "Centennial" and you'll quickly see why it is outstanding as a commission-maker! ★ ★ ★ ★ ★

For Illustration:

SICKNESS BENEFITS

- Income for total disability for 2 years, confinement not required.
- ★ Income for total disability thereafter, while confined—even for life.

ACCIDENT BENEFITS

- ★ Income while totally disabled — even for life.
- Income for 6 months while partially disabled.
- Dismemberment and Loss of Sight schedule.
- Physicians' expenses for non-disabling injuries.
- Accidental Death provision.

OPTIONAL BENEFITS

- Hospital, Surgical and Medical Benefit Riders may be included at additional cost.

THE "CENTENNIAL" IS ONLY ONE OF OUR FIVE VERY ATTRACTIVE A & H POLICIES

BROKERS AND SURPLUS WRITERS are invited to write to the nearest Berkshire General Agent for FREE copies of the handy pocket-size Merchandise Chart which lists the many unusual sales opportunities offered by this Company. ★ ★ ★

PROTECTED HOME CIRCLE

SHARON, PA.

FOUNDED IN 1886

A Legal Reserve Fraternal Insurance Society

JOSEPH SPENCER, President

L. D. LININGER, Secretary

SHARON PA.



Keep Your Eye on
BERKSHIRE
LIFE INSURANCE COMPANY

Life, Accident, Sickness & Health and Hospitalization

HARRISON L. AMBER, President

PITTSFIELD, MASS. • A MUTUAL COMPANY • CHARTERED 1890

Northwestern Mutual Life is sponsoring an exhibit of camera portraits by Yousuf Karsh, Canadian photographer, at the Layton Art School, Milwaukee.

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RICHMOND

ATLANTA

Production Speeded Expansion Plan

(CONTINUED FROM PAGE 1)

this direction and will apply the same principles to government administration as we are applying to business administration. It will be a great day for the country when government administration is based upon the needs of real people, living people, rather than upon an analysis of national statistical and political expediency. All people and most problems are local."

Mr. Shanks said that when Prudential's decentralization program is complete it will have home offices in the Twin Cities, Los Angeles, Toronto, Houston, Jacksonville, Chicago, Newark and two or three other places. He said decision to establish the north central home office at this time came primarily as the result of a speed-up in the original plans.

Originally in Chicago Orbit

Originally the company planned that the six-state area to be served by the Minneapolis office would be part of the mid-America group of states that was to be the responsibility of the home office in Chicago, which will be in operation by 1955. In fact, the company indicated this when it announced plans for a new skyscraper in Chicago, now under construction. The decision to separate the six north central states, however, will not detract from or in any way alter the plans for Chicago, he said.

"The plain fact of the matter is that by the time the mid-America home office in Chicago is completed, growth in business will have brought insurance in force and activity in the mid-America states, excluding the six in this area, to a point where it will be kept extremely busy," he said.

Need Seen Early

"From the first we knew that an office in the Twin Cities would be necessary within a few years and planned for the setting off of these states from the Chicago office after a relatively short period. Two things hastened the change. First, experience in our present regional home offices taught us that the business to be done in the office in Chicago would be such a large operation that the main benefits of decentralization might be lost; and that a medium sized operation can be run economically and efficiently so that a huge operation is not necessary in order to keep down costs. Second, the future of the six north central states, which this Twin Cities office will serve, is so promising, their potential so great, that we want to lose no time in setting it aside as a regional operation."

Complete Agenda Given for Society of Actuaries Rally

(CONTINUED FROM PAGE 1)

sought on one of the present bases or on some different basis designed to portray adequately the effect of this important operating factor?

C If regulations pertaining to the classification and allocation of income and expenses of life insurance companies are promulgated by state supervisory officials, what values would such a procedure have for: (1) Insurance supervisory officials, policyholders, and the public in measuring the efficiency of the various companies licensed to do business in a state; (2) Insurance supervisory officials in ascertaining compliance with the requirement that no insurer shall issue any life insurance or annuity contract or contract of group accident, group health, or group accident and health insurance which shall not appear to be self-supporting; (3) state supervisory officials in obtaining suitable cost allocation information necessary to carry out their responsibility to protect the interests of policyholders?

Find Training in Effective Letter Writing Worthwhile

With business letters now recognized as an important part of public relations and one in which improvement could be made, New York Life three years ago began a course on effective letters, which has been very successful. Recently the 500th correspondent graduated from the course.

United States Life also has been active in that field and recently began its third series of business letter writing courses under J. Harold Janis, associate professor of business English at New York University. Mr. Janis uses a technique of a letter about letters which has proved to be a most effective way to point out certain features of business writing.

In the textbook prepared especially for the business letter writing courses at New York Life, conducted by Kermit Rolland of the public relations department, an effective letter is defined as one which "tells the reader clearly, completely and concisely what he wants to know and leaves him with a favorable impression of the company."

Letter Should Have Two Functions

Furthermore, the book says that a New York Life letter (almost any business letter, for that matter) "should perform two functions: It should serve as a medium for transmitting information in a clear, complete and concise manner; it should serve to make new friends for the company and to increase goodwill between the company and its old friends."

Mr. Rolland's course is characterized by a friendly, informal approach, and uses as its keystone the belief that in business letters the correspondent should express his (her) personality, without destroying the business value of the letter. The correspondent is encouraged to employ friendly, considerate phrases, consistent with legal and business requirements.

The course is divided into four parts—the textbook, indoctrination lectures, individual counselling and the continuing bulletin series. The title of the textbook is "Effective Letters," and its purpose is thus defined in the introductory statement of Clarence J. Myers, executive vice-president: "When a man with whom we are not personally acquainted reads one of our letters, he automatically forms an opinion of us from the tone and content of that letter. Is it a human letter? Then we are a human company. Is it a cold letter. Then we are a cold company. The single letter he receives is very important to him and to us. For we are being judged as he reads it line by line."

Correspondent Has Key Position

Mr. Myers also emphasizes that "a correspondent for the New York Life holds a key position within the organization of the company. For he helps to determine directly, by the kind of letters he writes, the nature of public feeling toward the company and toward the life insurance business as a whole."

The indoctrination lectures are intended to impress upon each student the purpose of the program, "to have everyone write different kinds of letters." The correspondents are urged to put their personality into their letters.

The entire program is voluntary. Mr. Rolland believes this is what has made it so successful. Because of its informal nature, the students enter wholeheartedly into and participate in it with good results.

Carbons of letters are submitted at regular intervals for evaluation and comment. A bulletin covering timely topics is issued. A particularly good letter chosen by Mr. Rolland is included in each bulletin.

Mr. Rolland states that in the beginning the correspondent may have difficulty in adapting his style to the more relaxed type employed, but that once he

develops his own letter tone he swings into a better and bigger production than prior to the course.

Perhaps one of the measurements of the success of this course, aside from the fact that the textbook is now in its third edition, is that more than 300 colleges and universities use the New York Life material in courses dealing with business letter writing. The air corps and signal corps also have expressed an interest in it.

Disputes Labor Report on Family "Over-spending"

WASHINGTON—Taking issue with a report of the Department of Labor that the average American family "over-spent" its income in 1950 by \$400, Stuart A. Rice, assistant budget director, wrote the joint committee on economic reports that the savings per family averaged about \$200 that year. He said other federal statistics and reports from insurance companies, banks and private business indicated "substantial" savings by the average family in 1950.

Hear Doctor at Austin

Austin (Tex.) Life Managers Club heard Dr. Greenwood Wooten, a medical examiner for American National, discuss "Cooperation of the Doctor with the Life Insurance Agent." Following his talk, Dr. Greenwood answered questions from the managers.

Policy Kit for Students

A specially designed kit of commonly used casualty, property, and life insurance policies is being offered by Assn. of Casualty & Surety Companies, National Board of Fire Underwriters, and Institute of Life Insurance, through American Assn. of University Teachers of Insurance. This is designed for students in general and survey insurance courses and is available without charge to students taking such courses for collegiate credit.

The life insurance content is an ordinary life policy with disability waiver of premium clause and accidental death benefit clause, and a war clause.

Bankers L. & C. Denver Rally

A two-day agency meeting of Bankers Life & Casualty at Denver brought together more than 100 representatives from Colorado and Wyoming. President John MacArthur got stalled enroute from Los Angeles to Denver by plane and was unable to arrive for the meeting.

John R. Cottrell was in charge of the meeting and talks were made by Commissioners Taft of Wyoming and Kavanaugh of Colorado.

State Farm Dallas Rally

Some 400 agents and their wives from Texas, Oklahoma and Arkansas attended a two-day meeting of the State Farm companies at Dallas. There was a large head office delegation.

Convention Dates

Nov. 17-21, L.I.A.M.A. annual meeting, Edgewater Beach hotel, Chicago.

Dec. 7-11, National Assn. of Insurance Commissioners, midyear, Hotel Commodore, New York City.

Dec. 9-10, Life Insurance Assn. of America, annual, Waldorf-Astoria hotel, New York City.

Dec. 11, Institute of Life Insurance, annual, Waldorf-Astoria hotel, New York City.

Dec. 29-30, American Assn. of University Teachers of Insurance, Morrison hotel, Chicago.

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"We're living
the life
we want!"



says MRS. C. D. ODELL, Charlottesville, Va.

"Cy was with the U. S. Navy in Tokyo, Japan, when he wrote me concerning his return to the United States and civilian life. 'I hope to be home soon,' he had written, 'and when we start over again, let's live the life we want to live.' I knew well what he meant, for having been married almost sixteen years, we had some very definite ideas about our future.

"When Cy arrived we moved to Charlottesville, Virginia, and found just the home we wanted. Cy had done several types of work before the war, but selling insurance had been the one he enjoyed most. Thus knowing the type of business he wanted to enter, Cy set out to find the organization he wished to represent. He realized that some companies were represented by more congenial personnel and offered better sales materials than others. It was such a company he wished to find, for the background in which to do a good job was very important to him. We didn't hesitate in picking the Minnesota Mutual after talking with A. C. Elder, General Agent at Roanoke, for both of us recognized the possibilities of a future with a company whose vision and character fostered such an understanding approach to selling insurance.

"As each year passes we realize more and more that we made a wise choice. A continuous wealth of new ideas, sales aids and policies tailored to up-to-date needs have made our association with Minnesota Mutual a most pleasant and profitable one. The sales tools offered Minnesota Mutual agents are grand, making Cy's selling job easy and interesting—two prime requisites of any position.

"Wives and children are just as much a part of Minnesota Mutual as the man in the family. Although Cy is the one who contacts the prospect, Mary Allen, our eighteen year old daughter, and I both find prospecting a part of our daily living. Meeting new people, learning of services Cy might perform for them, fits nicely into Minnesota Mutual's pattern of making the insurance business a family affair. Both Mary Allen and I get a bit puffed up when Cy announces he has sold a prospect we suggested. Our interest in his work gives Cy the assurance that we're always behind him in all his efforts, and we're all grateful to Minnesota Mutual for making our plan of 'living the way we want to live' a reality."

A Minnesota Mutualite since October 1, 1946, C. D. Odell has steadily increased his production volume, paying for \$310,069 of business in 1951. He now has over a million of personally written business in force and has also been a member of the Company's Fifty Club which limits membership to salesmen producing at least \$50,000 Examined Business during any month. Reflecting the high quality of business which Cy has written is his renewal ratio of 95.6 which has earned membership for him in the Company's "M" Club for persistency. Cy gives credit to Minnesota Mutual's exclusive sales tools for his six years of phenomenal selling success.

This letter, written by the wife of a Minnesota Mutual salesman, is published here as a deserved recognition of the enduring contribution she and her husband are making toward the continuing growth and progress of the Company.



THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY
SAINT PAUL 1, MINNESOTA
Established 1880

you've got to pitch a strike

every time!



In baseball, the pitcher has a margin for error. He can throw three bad balls and still get his man.

In selling life insurance, that margin doesn't exist. Throw the prospect one bad pitch and you've lost him.

Pitching that constant strike takes sound salesmanship. More than that, it takes timing, control, heart and skill—plus knowledge of your prospect and product.

Today's career life underwriter is constantly alert to these success factors. With the help of his Home Office, his C.L.U. study, and his L.U.T.C. training, he is constantly improving his "pitches"—and doing a better job than ever before.

Each of us in the life insurance business has a continuing responsibility; to render professional services to the millions of free Americans who stand to benefit by our counsel. Let us not neglect our responsibilities—and our opportunities.

PROVIDENT MUTUAL

LIFE INSURANCE COMPANY OF PHILADELPHIA, PA.